

We also are expanding our leadership position in endocrine care with the development of *Somavert*. *Somavert* is an innovative investigational therapy for the treatment of acromegaly, a life-threatening disorder caused by the body's overproduction of growth hormone. Last year, the *New England Journal of Medicine* published a pivotal Phase III study assessing the effectiveness of *Somavert*, a growth hormone analog which binds to the growth hormone receptor to block signaling. We are working with the regulatory authorities to satisfy registration requirements.

Consumer Healthcare

Over the past few years, Pharmacia has transformed what had been a stagnating consumer healthcare business into a growth leader in its peer group. Sales grew by 14 percent last year to \$732 million. By moving select brands from prescription to over-the-counter (OTC) status, we have made Consumer Healthcare a solid fit with the company's prescription drug business.

Driving the growth of Consumer Healthcare is one of the world's top 10 OTC brands: the *Nicorette* family of smoking cessation products. *Nicorette* showed renewed vitality last year with sales of \$299 million, up 37 percent over the prior year. Among the highlights of 2001 were the highly successful September OTC launch of *Nicorette* in Japan (the first OTC smoking cessa-

Nicorette



During 2001, Nicorette became the most successful Rx-to-OTC switch in Japan's history.

tion product to be approved in that country); the reacquisition of sales and marketing rights to *Nicorette* gum in Canada; and the launch of a new global marketing campaign. *Nicorette* currently controls about half of the worldwide smoking cessation market.

Our *Rogaine* hair regrowth product is the other global brand in our Consumer Healthcare business. In 2001, global sales of *Rogaine* were \$117 million.

Luden's



The addition of Luden's throat drops to the Pharmacia portfolio will help us extend our presence in the cough and cold arena, where we already have a strong presence.

We bolstered our Consumer Healthcare franchise in 2001 with the acquisition of *Luden's* throat drops from Hershey Foods Corporation. The addition of this well-known brand positions Pharmacia to extend its presence in the huge cough and cold arena, where we already market the *PediaCare* brand of products.

Animal Health

Pharmacia has engineered a turnaround in its Animal Health business thanks to a strengthened management team and a strong product portfolio led by the antibiotic *Naxcel/Excenel*. In 2001, Animal Health sales increased 6 percent to \$469 million propelled by an 18 percent increase in sales of *Naxcel/Excenel*. *Naxcel/Excenel* holds a unique position in the market: It is the only antibiotic that can be given to cows without forcing dairy producers to discard days' worth of milk production.