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Branded versus Generic Medicines

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If you have any compliments about this service or suggestions for improvements, contact our Patient Advice and Liaison Service on 0300 131 1000 (charges may apply depending on your network) or email: ccs-tr.pals@nhs.net.

For free, confidential health advice and information 24 hours a day, 365 days a year please contact NHS 111.



When the patent for the branded version of a medicine expires, other companies are allowed to manufacture tablets containing the medicine. When this happens, the products made by these other companies are called 'generics'. Generic medicines are created to be the same as an existing approved brand-name medicine. They use the same active ingredients and work the same way, so they have the same risks and benefits as the branded equivalent.

Generic medicines are of the same high quality as their branded equivalents

Generic medicines are manufactured under the same strict standards and go through the same rigorous assessment process by the regulatory authorities as their branded equivalents to ensure that they provide the same clinical benefit and are as safe and effective.

Generic and brand name medicines have the same:

- ✓ Active Ingredients
- ✓ Route of administration
- ✓ Strength and dose
- ✓ Clinical benefits
- ✓ Quality and effectiveness
- ✓ Safety

But they may be referred to by a different name...

Branded medicines have two different names; the brand name created by the pharmaceutical company that made it originally and which may be more familiar to you, and the generic name, which is the name of the active ingredient in the medicine.

On switching from the branded version of the medicine to the generic version, the medicine will only be referred to by its generic name.



And they can cost a lot less money ...



Generic medicines typically cost the NHS significantly less than the branded equivalent.

This is because the manufacturers have not had the expenses of developing and marketing a new drug.

By switching from the branded to the generic version of a medicine you are helping your clinic and the NHS save money, enabling you to receive the same high quality of care whilst we look after a growing number of patients.