

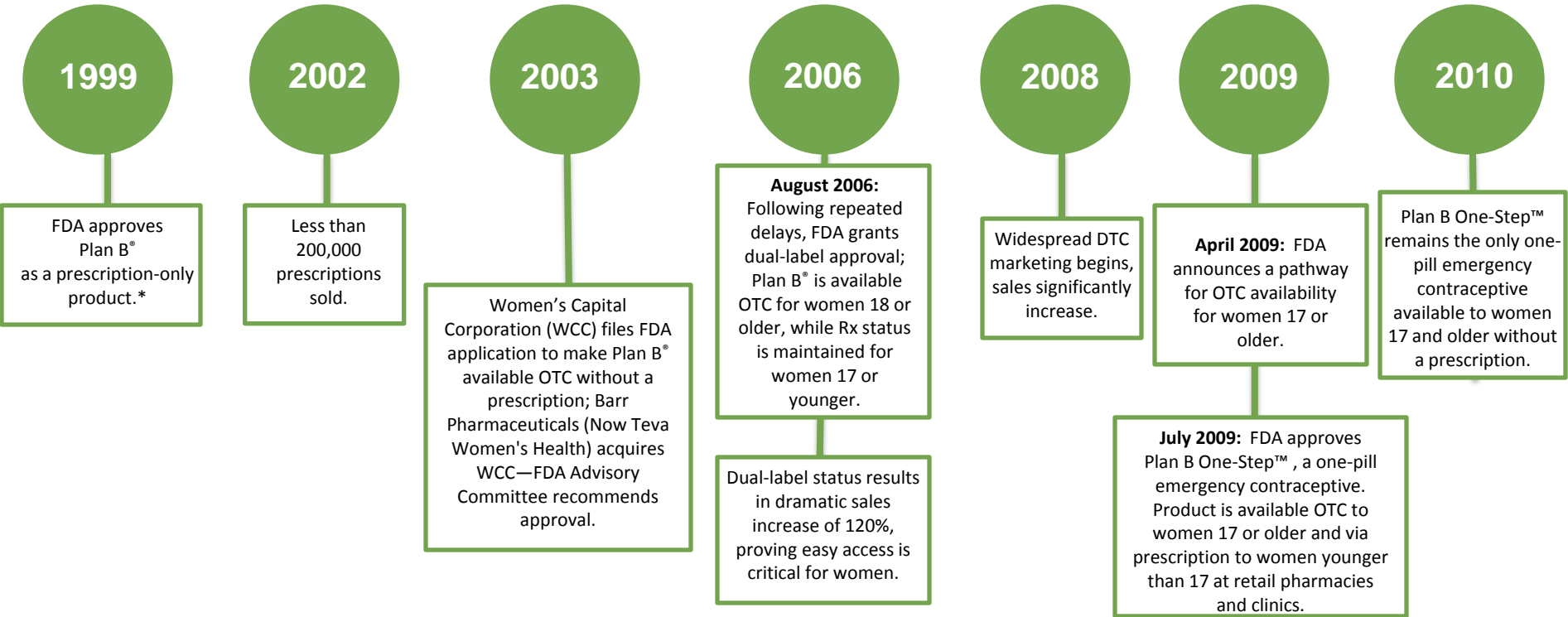


Contact:
Denise Bradley
Teva Pharmaceuticals
215-591-8974

Plan B One-Step™: Easy to Get, Easy to Use

Starting in 1999, Plan B®* (levonorgestrel) significantly impacted millions of women’s lives by reducing the chance of an unintended pregnancy following unprotected sex or contraceptive failure. As a prescription product, Plan B® was not as easily accessible and therefore women used it less. Once it went OTC in 2006, women were able to buy it without a doctor’s prescription and usage rose dramatically. Plan B One-Step™, just one pill, in one dose, allows women to act quickly and take it right away, that’s why it should be the first choice when choosing an emergency contraceptive. The sooner a woman takes emergency contraception, the better it works. Plan B One-Step™ should be taken within the first 72 hours (3 days) after unprotected sex and is available without a prescription to anyone 17 and older (with a valid ID).

Below is a review of key milestones and how the product has grown since it went OTC.



*Plan B® is no longer marketed in the U.S. Teva Women’s Health replaced it in 2009 with Plan B One-Step™, a one-pill, one-dose emergency contraceptive.

Plan B One-Step™ Timeline/2

Important Safety Information

Plan B One-Step™ (levonorgestrel) is intended to prevent pregnancy after known or suspected contraceptive failure or unprotected intercourse.

Plan B One-Step™ isn't effective if you're already pregnant, and it won't terminate an existing pregnancy. Plan B One-Step™ does not protect against HIV and other sexually transmitted diseases (STDs). Side effects may include changes in your period, nausea, lower abdominal pain, fatigue, headache, and dizziness. If your period is more than a week late, you may be pregnant. You should not take Plan B One-Step™ if you are already pregnant. Plan B One-Step™ should not be used as a routine birth control, as it is not as effective. If you have severe abdominal pain, you may have an ectopic pregnancy, and should get immediate medical help.

You are encouraged to report negative side effects of prescription drugs to the FDA at fda.gov/medwatch or call 1-800-FDA-1088. Please see full product information enclosed. Important product information is available on www.PlanBOneStep.com, by calling 1-800-330-1271, or by speaking to your pharmacist.

Plan B One-Step™ is a trademark and Plan B® is a registered trademark of Women's Capital Corporation.

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About Teva Women's Health, Inc. Teva Women's Health, Inc., which develops and markets proprietary pharmaceutical products in North America, focuses primarily on products for women and emphasizes the development and marketing of products for reproductive and menopausal needs. Teva Women's Health, Inc. is a subsidiary of Teva Pharmaceutical Industries Ltd. (NASDAQ: TEVA) Teva Pharmaceutical Industries Ltd., headquartered in Israel, is among the top 15 pharmaceutical companies in the world and is the leading generic pharmaceutical company. The company develops, manufactures and markets generic and innovative pharmaceuticals and active pharmaceutical ingredients. Over 80 percent of Teva's sales are in North America and Western Europe.

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