

In Spain, direct-to-consumer advertising of fremanezumab (Ajovy), February 2026. Migraine.

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Introduction

Migraine is a chronic, idiopathic pain condition, generally characterized by intense headaches lasting between 4 and 72 hours, sometimes severely debilitating due to frequent recurring attacks. It is three times more prevalent in women and is often accompanied by various neurological symptoms. Since its cause is unknown, treatment is symptomatic.

In the European Union, direct marketing to consumers of products that are only available with a prescription is prohibited. Prohibited products: Member States must prohibit advertising to the general public for prescription-only medicinal products and those containing psychotropic or narcotic substances. Permitted Products: Only medicinal products designed for use without medical practitioner intervention may be advertised to the public, with pharmacist advice as neededⁱ.

Migraine is a fertile field of professional and monetary benefits

Migraine can be a living hell for the patient, but it is a goldmine for industries, professionals, and patient associations—a field in which to obtain social and monetary benefits.

Among the healthcare professionals who "benefit" are primary care physicians, neurologists, nurses, pharmacists, psychologists, psychiatrists, etc., and their associations, groups, and societies. Other "beneficiaries" include journalists, communicators, patient associations and the media.

Bestselling medications that shouldn't be used

Two pharmaceutical companies have a particular interest in the field of migraines: Teva and Lundbeck (Israeli and Danish, respectively).

They are two corrupt and corrupting companies.

The Teva case has led to fines and penalties of up to €10 billion worldwideⁱⁱ. Teva is a leading multinational in the field of generic (unbranded) medicines, although currently its "flagship" products are branded, including Ajovy (fremanezumab), for preventing recurrent migraine attacks, a prescription only medicationⁱⁱⁱ.

The world's leading pharmacotherapeutic bulletin, the French journal *Prescrire*, considered that Ajovy offers nothing new or beneficial (literally, "N'apporte rien de nouveau")^{iv}.

In 2025, the French National Authority for Health (HAS) made it clear that: “To date, the superiority of anti-CGRP antibodies (including fremanezumab) in terms of efficacy compared to other prophylactic treatments has not been demonstrated”^v.

The most well-known case involving Lundbeck is that of its corrupt anti-competitive practices regarding citalopram and escitalopram, for which it was fined €93 million in the European Union^{vi}. Ironically, these are also two drugs that are best avoided because their harms far outweigh their benefits^{vii}.

Lundbeck also produces medication to prevent migraines, Vyepti (eptinezumab), which has received a similar assessment of offering nothing new.

Direct to consumer fremanezumab (Ajovy) promotion

The publication in January 2026 in the New England Journal of Medicine of a clinical trial using Ajovy to prevent migraine attacks in childhood and adolescence^{viii} led to a press release from Vall d’Hebron Hospital (Barcelona, Spain) was disseminated in the Spanish media.

The published article describes a clinical trial fully funded by Teva, the company that produces Ajovy^{ix}. Teva contracted 89 centers worldwide to recruit 237 patients for the study.

Of the 11 authors of the article in the New England Journal of Medicine, 6 are Teva employees (including two from its headquarters in Tel Aviv, Israel), and the others have significant conflicts of interest, primarily with Teva^x.

Even the article's writing was paid for by Teva.

The key figure in the press release was the head neurologist at Vall d’Hebron, Patricia Pozo-Rosich, who has substantial conflicts of interest with the pharmaceutical industry. She received €77,000 directly from Teva (in 2023 and 2024) and is vice president of the Vall d’Hebron Research Institute (VHIR)^{xi}.

The research institute, VHIR, has Ronit Satchi-Fainaro on its External Scientific Committee^{xii}, an Israeli from Tel Aviv, who is a member of Teva's Board of Directors^{xiii} (a fact not mentioned in the curriculum vitae on the VHIR website).

In other words, everything revolves around Teva, a Teva product, authors paid by Teva or directly employed by Teva, a study funded by Teva, and the writing of the article supported by Teva, all concerning a drug that offers nothing new to patients but generates enormous revenue for Teva. Is there any doubt what the cited study demonstrates about Ajovy?

Fremanezumab (Ajovy) in the Spanish media during the last week of February 2026

The impact of the press release, a piece of propaganda from Vall d’Hebron Hospital, was impressive.

The headlines leave no room for doubt.

For example, in the journal "El Periódico": "Spain will have fremanezumab this year, the first drug against pediatric migraine: one injection once a month. An international trial in which Vall d'Hebron Hospital participated demonstrates that fremanezumab is effective and safe in preventing the disease in children aged 6 to 17". The video and photograph are worth watching^{xiv}.

In "El Diario de Sevilla," a photograph of Ajovy is included directly, with the headline: "Fremanezumab, the drug against pediatric migraine, will arrive in Spain in 2026 with a single monthly injection"^{xv}.

On "Antena 3" tv: "First treatment for migraines in children and adolescents: "It has been a miracle for my daughter." Noa Bonet, 11, is one of the Spanish patients who participated in the trial"^{xvi}.

The same was reported in other media outlets such as EFE, El Heraldo de Aragón, El Mundo, Infobae, El Economista, HuffPost, Marca, COPE radio, Diario de Córdoba, Cuatro, La Vanguardia, etc.

Fremanezumab (Ajovy): Hospital use is no hinder to its bestseller status

In Spain, Ajovy requires a prescription from a hospital specialist, usually a neurologist. But this hasn't slowed its sales.

For example, the Consorci Sanitari de Terrassa (Barcelona, Spain) purchased Ajovy from Teva ("anticossos pel tractament de la migranya") in 2025 for almost one million euros (€745,418.28). The same Consorci spent exactly the same amount—incredibly, exactly the same amount, down to the decimal point—on Lundbeck, also for a monoclonal antibody for migraine, and on another product for the same purpose supplied by Organon Salud. SL^{xvii}.

A lot of money spent on medications that offer no benefit.

Comment

It seems that Teva's commercial strategy includes promoting fremanezumab (Ajovy) to the general public (direct-to-consumer).

Vall d'Hebron Hospital (Barcelona, Spain) supports and presents as a novelty something that "offers nothing new".

Such promotion is clearly prohibited by Spanish and European legislation.

It is also accompanied by an incredible and constant "apparatus" of pressure on those who "benefit" socially and financially through conferences, consensus statements, guidelines, publications, seminars, and other means.

- i European Pharmaceutical Ad Bans: Laws And Regulations Explained. <https://lawshun.com/article/do-european-countries-have-laws-that-ban-pharmaceutical-ads>
 - ii Teva. Penalty total since 2000: \$10,695,276,796. <https://hw4p.es/blog/teva-penalty-total-since-2000-10-695-276-796-casi-11-000-millones-de-dolares-en-multas-desde-2000>
 - iii What are the top-selling drugs of Teva? <https://synapse.patsnap.com/article/what-are-the-top-selling-drugs-of-teva?>
 - iv Frémanezumab (Ajovy®) et prévention des crises de migraine. Rev Prescrire 2020 ; 40 (444): 731-732. <https://www.prescrire.org/avis-sur-les-medicaments/444-fremanezumab-ajovy-et-prevention-des-crisis-de-migraine>
 - v AJOVY (frémanezumab) - Migraine. https://www.has-sante.fr/jcms/p_3601431/fr/ajovy-fremanezumab-migraine
 - vi Commission fines Lundbeck and other pharma companies for delaying market entry of generic medicines: statement by Vice-President Almunia. https://ec.europa.eu/commission/presscorner/detail/en/SPEECH_13_553
- Vii Drugs to avoid. In the name of better patient care - 2026 update. <https://english.prescrire.org/en/1256/3059/60687/0/PositionDetails.aspx>
- viii Fremanezumab in Children and Adolescents with Episodic Migraine <https://www.nejm.org/doi/full/10.1056/NEJMoa2504546>
 - ix A Study to Test if Fremanezumab is Effective in Preventing Episodic Migraine in Patients 6 to 17 Years of Age. <https://clinicaltrials.gov/study/NCT04458857#publications>
 - x Disclosure forms. https://www.nejm.org/doi/suppl/10.1056/NEJMoa2504546/suppl_file/nejmoa2504546_disclosures.pdf
- Xi Boycott Teva, boycott Ajovy. A medication that offers nothing new to "prevent" migraine attacks). <https://hw4p.es/blog/boycott-teva-boycott-ajovy-boicot-teva-boicot-ajovy-eng-esp>
- Xii Ronit Satchi-Fainaro. External Scientific Committee. VHIR. <https://vhir.vallhebron.com/en/institute/governing-bodies/external-scientific-committee>
- xiii Ronit Satchi-Fainaro. Teva Board of Directors <https://www.tevapharm.com/our-company/leadership-governance/board-of-directors/prof-ronit-satchi-fainaro/>
- xiv España tendrá este año el fremanezumab, el primer fármaco contra la migraña pediátrica: una inyección una vez al mes. https://amp.elperiodico.com/es/sanidad/20260225/primer-farmaco-migrana-pediatrica-fremanezumab-inyeccion-espana-vall-hebron-127081489#amp_tf=De%20%251%24s&aoh=17720826807635&csi=0&referrer=https%3A%2F%2Fwww.google.com
 - xv Fremanezumab, el medicamento contra la migraña pediátrica, llegará a España en 2026 con una sola inyección mensual. https://www.diariodesevilla.es/salud/fremanezumab-medicamento-migrana-pediatrica-llegara-espana-2026_0_2006012510.html
 - xvi Primer tratamiento contra la migraña en niños y adolescentes: "Ha sido un milagro para mi hija". Noa Bonet, de 11 años, es una de las pacientes españolas que ha participado en el ensayo. https://www.antena3.com/noticias/salud/primer-tratamiento-migrana-ninos-adolescentes-sido-milagro-hija_20260225699f08352f00a0468827a619.html
- xvii Plataforma de Serveis de Contractació Pública <https://contractaciopublica.cat/ca/inici>