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- A vertical timeline on the left side of the page marks the years 1967, 1977, 1996, 1997, and 2013. Horizontal lines extend from these years to the right, where text describes the approval of specific SERMs. The text is arranged in a descending order of year from top to bottom.
- 1967 — Clomiphene, the first SERM to be approved
  - 1977 — Tamoxifene approved
  - 1996 — Toremifene approved
  - 1997 — Raloxifene, a second generation SERM, approved
  - 2013 — Ospemifene and Bazedoxifene, third generation SERMs, approved