

ACCUTANE

(isotretinoin capsules)

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R_x only

**CAUSES BIRTH
DEFECTS**



**DO NOT GET
PREGNANT**

CONTRAINDICATIONS AND WARNINGS

Accutane must not be used by female patients who are or may become pregnant. There is an extremely high risk that severe birth defects will result if pregnancy occurs while taking Accutane in any amount, even for short periods of time. Potentially any fetus exposed during pregnancy can be affected. There are no accurate means of determining whether an exposed fetus has been affected.

Birth defects which have been documented following Accutane exposure include abnormalities of the face, eyes, ears, skull, central nervous system, cardiovascular system, and thymus and parathyroid glands. Cases of IQ scores less than 85 with or without other abnormalities have been reported. There is an increased risk of spontaneous abortion, and premature births have been reported.

Documented external abnormalities include: skull abnormality; ear abnormalities (including anotia, micropinna, small or absent external auditory canals); eye abnormalities (including microphthalmia); facial dysmorphism; cleft palate. Documented internal abnormalities include: CNS abnormalities (including cerebral abnormalities, cerebellar malformation, hydrocephalus, microcephaly, cranial nerve deficit); cardiovascular abnormalities; thymus gland abnormality; parathyroid hormone deficiency. In some cases death has occurred with certain of the abnormalities previously noted.

Accutane Lawsuit

http://www.accutane-side-effects.net/side_effects/news.html

Accutane lawsuit news has been a pertinent topic to families and patients everywhere ever since the acne medication's entrance to world markets. Receiving FDA approval in 1982, Accutane has been linked to deadly and serious Accutane side effects from the start. A lucrative drug for manufacturer Hoffmann-La Roche, an estimated five million people in the U.S. have taken Accutane alone, making it the highest profitable drug the company has. Roche appears to have a high number of Accutane lawsuits to battle in the future as insider information has surfaced, indicating the Accutane manufacturer was aware of the deadly effects that could occur but failed to adequately inform the FDA, physicians, and patients of them.

It took almost twenty years for Roche to put into place a safety program to adequately warn women of the birth defects and fetal deaths that occur when using Accutane while pregnant even though the company knew of the serious risk of birth defects since 1971. It was not until the FDA first recommended "active consideration of removal of Accutane from the market" that Roche responded. Even in 2001, research showed women were still not receiving the message that using Accutane drastically increases chances of birth defects.

Roche had denied the connection between Accutane and certain psychiatric disorders, including depression leading to suicide. After French health officials ordered that Roche include warnings of suicide attempts to the Accutane side effects sections in 1997, the company failed to notify the FDA of these developments. Roche could have chosen to warn Accutane users that suicide has been observed in Accutane patients, however they did quite the opposite in attempts to continue promoting the popular medication.

When the FDA told Roche to include warnings of psychiatric disorders, including suicide on Accutane labels, the company advertised nearly the opposite. Roche tried to use the argument that acne causes people feelings of depression and since Accutane is used to treat acne, Accutane was lessening feelings of depression. The FDA responded by issuing a warning letter, finding Roche's Accutane advertisements to be false and misleading, in addition to being "particularly troublesome."

When Michigan Rep. Bart Stupak's son committed suicide while on Accutane, it struck a personal chord, resulting in an aggressive attempt to gain more information on the extent of Accutane side effects. Stupak has not yet taken any individual steps toward an Accutane lawsuit but hopes other Accutane lawsuits will bring more attention to the Accutane side effects to people hearing about the Accutane legal news. Families that have suffered suicide losses linked to Accutane have had similar stories as Stupak in that their children failed to show any signs of depression prior to the suicide act.

A December 11, 2002 hearing on Accutane focused on Accutane birth defects, depression, and 173 suicides. The SMART program was designed to prevent birth defects from occurring with women using Accutane. Roche claimed that only 2,300 pregnancies have occurred since Accutane's entrance to the market, however Stupak has found that according to a 1990 Roche

Accutane report it indicated in a three-month period alone during 1999 there were 93 unwanted pregnancies reported and 42 abortions occurred.

A 1990 FDA report stated 11,000 to 13,000 Accutane related abortions and 900-1,1000 Accutane birth defects had been suffered. In 2001, reports indicated that women were still ill informed of dangers of birth defects and Accutane use and after the SMART program was strengthened at the start of 2002, a national group that tracks prenatal birth defects exposures says reports are showing women are still becoming pregnant while taking Accutane.

While Roche has maintained that there is a lack of scientific evidence showing proof of depression or suicide resulting from the use of Accutane, a 1997 FDA memo indicates Roche agreed with the agency that there was in fact a problem. Roche officials have denied this memo reference. Despite any scientific evidence or not, this does not change the fact that the FDA has confirmed 173 suicides amongst Accutane users since 1982. Based on evidence alone, a medical officer with the FDA back in 1998 stated that it was hard to avoid concluding that Accutane can affect the human brain and is associated to serious psychiatric disorders in some patients.

Due to under reporting, some people fear the actual number of Accutane patients affected by Accutane side effects is much higher. The actual figure of suicides associated to Accutane use could be as high as 20,000, according to an FDA official that says only 1% of suicide adverse events are ever even reported. Now, in addition to links between Accutane and birth defects and psychiatric disorders, reports of possible connections between Accutane and inflammatory bowel disease and lupus have been made as well.

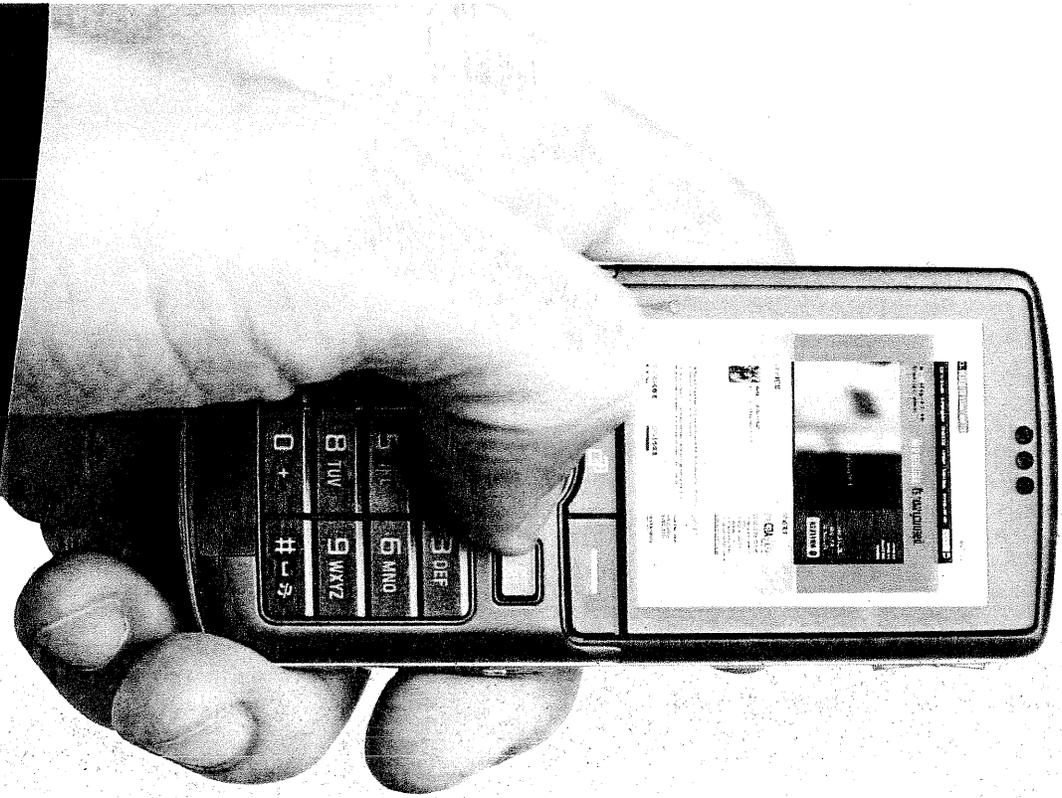
As more Accutane lawsuit news become available following the December 2002 U.S. House of Representatives Energy and Commerce Committee Oversight and Investigation Subcommittee, the future of Accutane will unfold. The number of Accutane lawsuits to be filed and settled will soon tell what type of future Hoffmann-La Roche is in store for.

More Accutane Lawsuit Articles...

October 9, 2003, "Accutane Maker Accused of Contributing to Suicide of Teenage Boy"

May 23, 2003, "Accutane Sparks Worldwide Concern"

Attachment #2



A Generation Unplugged

Research Report

September 12, 2008



Methodology

- The study was conducted online among a nationally representative sample of 2,089 teenagers across the U.S. who have cell phones (ages 13-19). More than 100 questions were asked on mobile phone usage, attitudes, behaviors, and teens' desires and aspirations for the future including mobile communications and entertainment. The study was conducted in July 2008 among teenagers who are part of the Harris Interactive Online Panel.

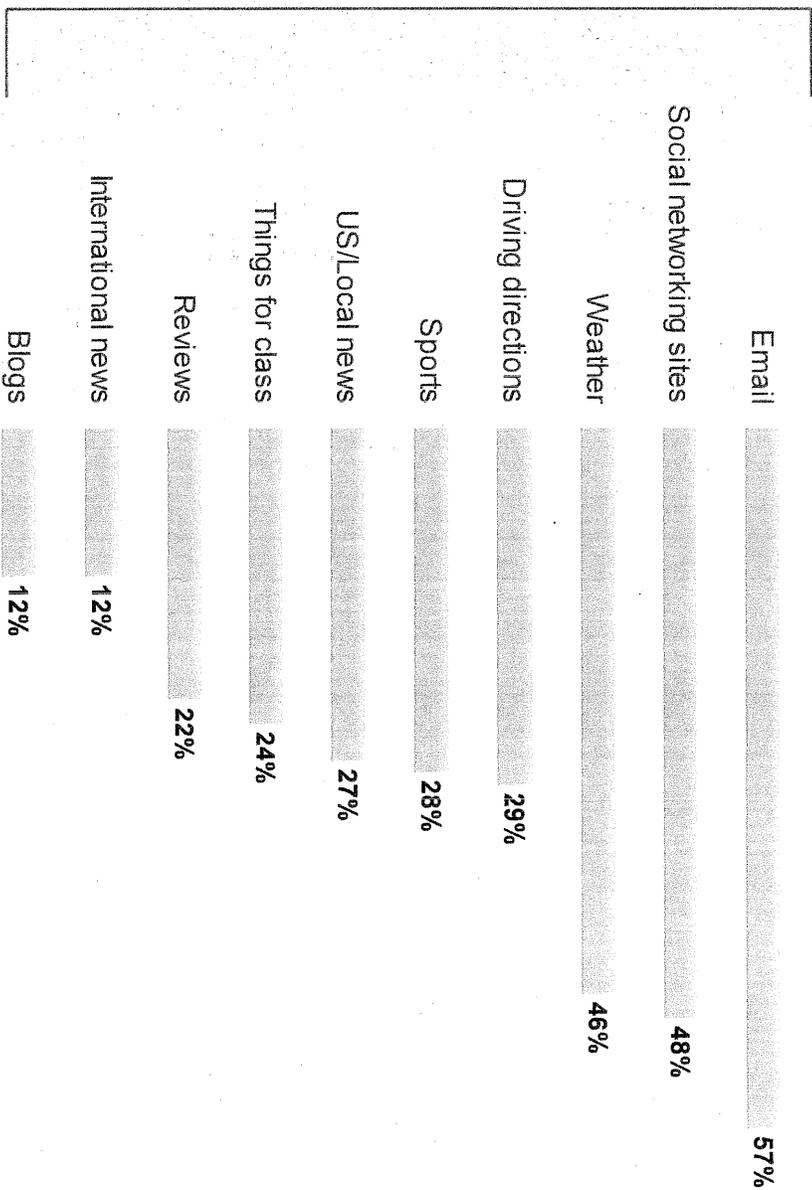
Social and Personal Information Browsers

Almost 1 in 3 teens is browsing the web on their phone

Do you browse the web on your cell phone?

Yes
28%

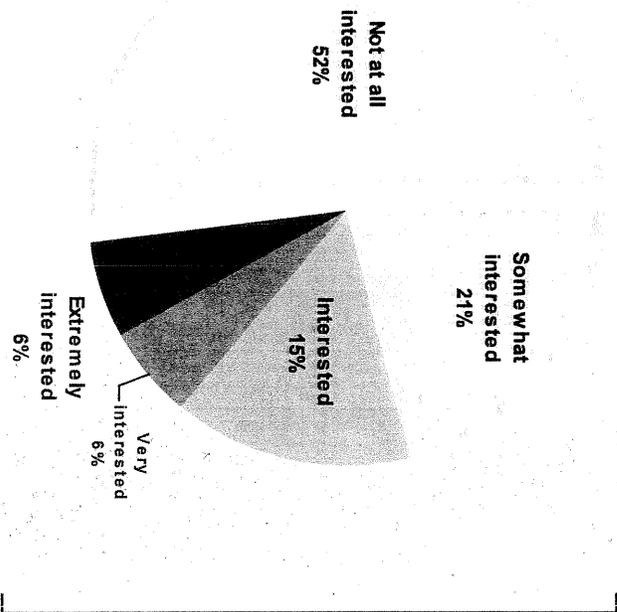
No
72%



Q635 - What types of information do you browse for on your cell phone? (n=2189)

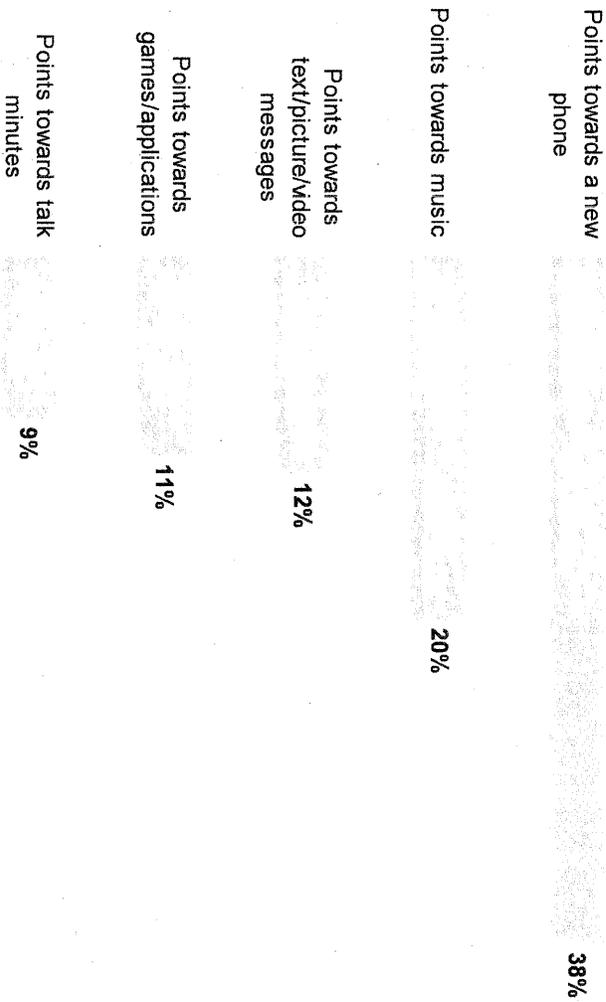
Mobile Advertising

General Mobile Ads Interest



Teens have a higher acceptance rate than adults (64% - Not at all interested)

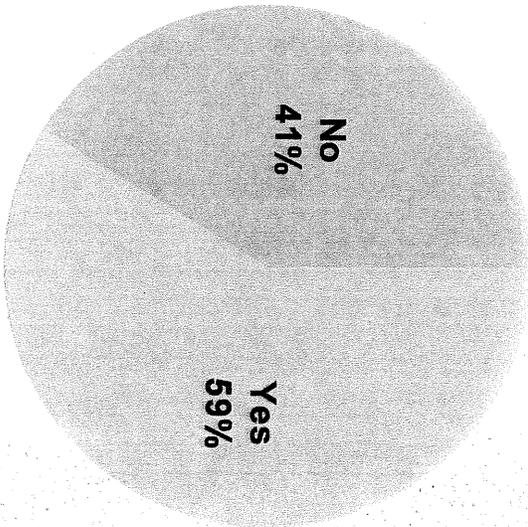
Of those with some interest in mobile ads ...



Q1130 - How interested would you be to receive advertisements on your cell phone if some incentives were offered by the cell phone provider in return? (n=2169)
 Q1135 - I would be more interested in receiving ads on my cell phone in exchange for reward points that can be used towards ... ? (n=1021)

Great News For Mobile Advertising 6 in 10 Teens Willing Provide Personal Information

Willingness to Provide Profile Information



Teens have a lower willingness to provide profile information than adults (9% - Not at all interested)

Trust to Keep Profile Info. Safe:

- 28% Cell Phone Provider
- 11% 3rd party company that deals w/ personal info security
- 2% Cell Phone Manufacturer

Yes, I would be willing to provide profile information. 5%

Yes, I would be willing - but only in return for the right incentive. 18%

Yes, I would be willing - but only if I could turn off the information at any time. 20%

Yes, I would be willing - but only if I chose to whom my information is provided. 16%

Q1150 - Which of the following best describe your willingness to provide profile information about yourself to your wireless provider so that ads could be custom tailored to your needs? (n=2159)
Q1155 - Who would you be willing to trust to keep your profile information safe? (n=2189)

From the website “YPulse Research: Research about generation Y for Media and Marketing Professionals”

<http://research.ypulse.com/2008/06/17/teen-topix-teens-internet-spring-2008-otx-and-intelligence-group/>

Teen Topix Teens & Internet, Spring 2008 | OTX and Intelligence Group

New Research from OTX and Intelligence Group Looks at **Teens' Online Behavior**. We know that teens are spending more time on the Internet, but what are they doing there? Are they spending money and paying attention to advertising? Are they continuing to do the same things every year or are some online activities becoming more popular than others? OTX and their Teen Topix Partners, eCrush and Intelligence Group, interviewed 751 teens 13-17 that use the Internet more than one hour a week to find out what's happening online - what's hot and what's not - what will be the new trends? This report includes a 20-page Executive Summary with charts, plus two, 302-page files containing data tables.

The study found that teens are spending an average of 11.5 hours per week online, doing everything from instant messaging and visiting social networking sites to shopping and listening to music, but dispels myths that this group wants to do everything online. When asked a series of “would you rather” questions, teens chose reality over virtual reality in many aspects of their lives. Given the choice, teens prefer real friends (91%) to online friends (9%), date someone from school (87%) over someone from the Internet (13%), and shop in a store (82%) to shop online (18%). Interestingly however, teens would rather get their locker vandalized (63%) than their homepage (37%), and IM a friend (54%) over calling (46%).

“Teens are not a ‘one size fits all’ market and the Teen Topix reports show this group to be complex, sophisticated consumers and media users, just as we all are,” says Jane Buckingham, President, The Intelligence Group. The study did find that 24% of teens are spending more than 15 hours a week online and when all teens were asked how frequently they do typical online activities, instant messaging came up as the most frequent activity, followed by visiting social networking sites, email, searching, and visiting virtual community sites.

“Many of these online activities take place simultaneously; for example, teens are IM-ing and searching the web at the same time,” says Bruce Friend, President Media and Entertainment Insights for OTX. “Teens like the rest of us live in a world of increasing media and technology options, and our Longitudinal Media Experience (LMX) study confirms that teenagers are often heavy simultaneous media users.”

The study also found that 58% of teens have made a purchase online. On average teens who make purchases online are spending \$46 per month, and 26% of teens are spending \$50 or more. Clothes and music are the two most popular online purchases, followed by books, electronics and DVDs. The bedroom (36%) and living room (24%) are the places teens are most likely to have their primary computer. Teens with their primary computer in their bedrooms are more likely to be heavy internet users (15+ hours per week) and spend money online.

Teens are however aware of the risks associated with online life: 78% of teens are concerned about computer viruses while online, followed by identity theft (67%), unauthorized access to personal information (65%), Scams (60%), and Spam (60%).

The study also confirms the popularity of social networking sites, with 95% of teens saying they have belonged to a social networking site at some point. The average teen has signed up for over four social networking sites and currently belongs to two. Teens report learning about music, other websites, movies, TV shows, and new trends from social networking sites. Teens are receptive to advertising on these sites, where the majority of teens learn about financial services (63%) movies in theaters (59%), mobile services and accessories (58%), travel (57%) and other websites (53%) from ads on these sites.

Posted June 17, 2008

Monday, June 25th, 2007 by Jordan McCollum

Marketing to Teens: Social Networking

Stop hunting for the perfect search marketing firm...
...Andy Beal will bring them to you...for FREE! ...: SEM Vendor

If you're trying to reach teenagers online, you probably already know that social networks should be a part of your Internet campaign. Both the BBC and MarketingSherpa have stories out that can help improve your social network marketing to teenagers.

Using existing social sites

If you're segmenting your campaign based on profiles, income or aspirations, the BBC covers a study that could help you. The UC-Berkeley study that finds a completely different "class" of American teenagers on MySpace versus those on Facebook. MySpace users, according to the BBC, tend to be minorities and get jobs straight out of high school, while Facebookers tend to be white, go to college and come from wealthier homes, being part of a more "aspirational class."

While the study doesn't comment on the correlation between parents' wealth and college attendance, it does acknowledge that "class" in the US doesn't necessarily correlate with income. (If you want to examine the class system in the US—heresy to say there is one, I know—read *Class* by Paul Fussell.)

Danah Boyd, PhD student at UC-Berkeley and researcher on the project, commented that "MySpace has most of the kids who are socially ostracised at school because they are geeks, freaks, or queers." She also concluded, "This division is just another way in which technology is mirroring societal values."

However, you also have to wonder if the larger subscriber base on MySpace (57M to Facebook's 25M) mitigates the effects of the studies.

VIEWPOINT November 7, 2007, 5:27PM EST

Marketing to Teens Online

Online marketing not only invades privacy; it often misses the mark. An "opt-in" system would protect kids and help advertisers target customers

by Anastasia Goodstein

With [Facebook](#)'s decision to allow advertisers to display ads based on information users post on their profiles, the debate over online privacy has gained new momentum, especially since today's teenagers are living out a big chunk of their lives on social networking sites. Advertisers can now target underage consumers with relative ease, raising obvious ethical questions. But even if there were no such worries, marketers would need to be aware of pitfalls in trying to reach young consumers online.

Privacy advocates fret about marketers abusing the rich treasure trove of very personal data being posted by teens these days. At present, the only law that regulates online marketing to children is COPPA, the Children's Online Privacy Protection Act, which requires parental permission before any commercial entity can collect personal information from a child under 13. But there's no law that governs marketing to older teens.

Privacy groups are also advocating for a "Do Not Track List." This would give consumers of all ages the right to opt out of marketing efforts wherein a Web site places "cookies" on a user's computer to monitor their surfing habits and deliver ads deemed appropriate to that behavior. But again, there are no special protections here for teens.

Yet while there's little to stop marketers from targeting the young, there are practical reasons why these efforts may backfire with teens. And with these in mind, there are practical ways for marketers to find and target a more receptive audience of young consumers.

THE LYING GAME

First and foremost, marketers need to grasp one basic reality that can turn their "targeted" ads into scattershot: Lying on the Internet is rampant. Just ask Tom Anderson, a MySpace ([NWS](#)) founder who was recently outed for lying about his age to make himself a couple of years younger. Adults lie on Internet dating sites all the time to make themselves a few pounds lighter or a few inches taller.

There are many reasons kids and teens lie when they go online. Here are just a handful:

- Kids are exploring their identities. This is a natural part of growing up—you try on different identities as a way to see how people respond and see what fits. Part of it is just playing, too. Remember pretending you were someone else and acting out different scenes in the backyard or playing Dungeons & Dragons in the basement? Likewise, the ease with which anyone can open multiple accounts on a Web site or create different avatars makes this type of exploration and play a natural part of a teen's digital life, just as it remains a stage of growing up in the offline world.
- Children yearn to join "cool" sites even if they're too young. Take a quick poll of middle schoolers (without their parents around) and ask if they have a MySpace or Facebook profile. Many will say yes—and that they've

listed their age as 100, or at least much older than 11 or 12. Know any teens who buy or sell on eBay ([EBAY](#)), where you're supposed to be 18 to do so? I thought so. Tweens are aspirational. They want what older teens have, and if it's as easy as fudging their ages online to get it, they're going to lie.

- Children also don't want to be forced to make their social network profiles private. By default, MySpace makes private all profiles of users age 15 and under as a protective safety measure. Naturally, since some 14- and 15-year-olds want their profiles visible to the world (and don't realize they can go into their default settings and override this), they'll lie to change the default setting.
- Kids also lie on the Web to avoid creepy predators. One parent told me her 13-year-old son's MySpace profile says he's 26 and married with two kids. Teens, sometimes with parental encouragement, will give this type of false information because they don't want to be bothered by adults looking to chat it up with children.
- Since they've grown up being marketed to since birth, many children like to mess with marketers. Teens are pretty savvy about the reality that registration information they give online will be used for marketing purposes. Some of them will intentionally provide false information just to thwart those efforts.

Remember that since most teens use social networks to hang out virtually with the same friends they see at school all day, it doesn't matter if they lie because their friends are all in on the conceit. It's just something teens do for the reasons stated above.

With all this lying going on, there will be a lot of behavioral targeting of ads that completely misses the mark, with hordes of teenage "100-year-olds" getting pitches for cholesterol drugs and incontinence products.

TEENS WANT MORE CONTROL

While teens may mess with advertisers as a way to fight back against the onslaught of marketing they are exposed to, they are not averse to all marketing. This is especially true if they love a product, the marketing offers some extra value, or it's simply funny and creative. As they're used to controlling their online experience, they strongly dislike pop-up ads or spam in the form of instant messages and text messages—particularly when the communications are out of context.

When Facebook first launched its newsfeed feature, allowing your entire network to see your every action, its users were outraged. Facebook remedied the situation by allowing users to control exactly who gets to see the newsfeed, photos, or other aspects of your profile.

Notably, in addition to its new targeted marketing effort, Facebook also announced on Nov. 6 that it plans to let advertisers create their own profile pages so that users can identify themselves as fans of a product. MySpace has been doing this for a while now, and the response has been strong. Drove of teens have "friended" the MySpace page set up by Wendy's ([WEN](#)) for a square hamburger named "Smart." Similarly, [Condé Nast's](#) teen site Flip.com asks its users which ads they want to be displayed on their profiles when they register.

Approaches like these offer multiple benefits: They make teens understand that advertising pays for a Web site, get them to think about the products being offered, and let them consciously choose to align themselves with a specific brand. By giving younger users more control and choice over what ads they'll see, they may have more respect for the service and for the advertisers. This in turn may lead to word-of-mouth recommendations, a major force behind teen purchasing decisions.

The lesson here is that the real way to reach younger users on social networking sites is to be transparent about the need for advertising to support a free service. Then allow them to actively participate in determining

what kinds of advertising they receive through a series of questions. Reward them for filling out the whole survey with a cool prize.

Instead of scraping their profiles and hoping your ads hit the right target, are noticed, and then actually clicked on, why not engage users to find out what kinds of ads would appeal to them? By allowing them to deliberately opt in and share information with you, they can maintain a comforting sense of control, and you can serve ads that will hit their target.

Goodstein is the publisher of Ypulse.com. Her book, Totally Wired: What Teens and Tweens Are Really Doing Online, was published by St. Martin's Press in March, 2007.

Xerox Color. It makes business sense.

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The McGraw-Hill Companies

Advertisers in touch with teens' cellphones

Youths are signing up to have pitches, photos and links to websites sent to their multifunction mobile devices.

LA Times, By Alana Semuels, May 23, 2008

Some teens do mind, however, if advertisers bug them too overtly, said Alyson Hyder, media director for California at Avenue A/Razorfish, a digital marketing firm.

"They will be quick to turn on the backlash," Hyder said. That's why "brands that target the teen audience are looking at more authentic ways to insert themselves into the conversation, as opposed to advertising."

For a Nintendo Co. campaign, rather than send teens an ad about a new Nintendo game, mobile-phone marketing firm Hyperfactory published a brain teaser relating to it in game magazines. Users sent a text message to get the answer, and they received a message back with a link to sign up for alerts about the game and download free wallpaper and mobile games. The company declined to say how many consumers participated.

When Kiwibox.com, an online teen magazine, launches a service to send teens text messages with horoscopes and celebrity alerts this year, they'll include a short advertisement at the end sponsored by different brands such as Sparq Inc., a company that designs workout training programs for aspiring athletes, and Paramount Pictures.

But it can be a thin line between the type of product pitches that teens will accept on their mobile phones and those they won't.

Quentin Brown, an 18-year-old high school senior from Santa Monica, said he texted to vote during the National Basketball Assn.'s slam-dunk competition at this year's All-Star game. In return, he received a flurry of text messages with offers to buy jerseys and other basketball-related stuff. He didn't mind the texts for the jerseys, since he's interested in them and always looking for deals. But he didn't like getting ones about things he didn't care about, such as asking him to join an NBA fantasy draft or go to NBA summer camp.

"They were kind of stalking me," he said. "But then they stopped and I was glad."

alana.semuels@latimes.com

Tuesday, February 20, 2007

Marketing Drugs to Teens Online - So Wrong!

Society recognizes that teens don't have the judgement required to evaluate messages related to alcohol, tobacco, etc. So why are some pharmaceutical companies getting away with beaming Insomnia and ED Rx drugs ads to teens on the Web?

James Gardner, a Boston-area marketer who follows online pharmaceutical advertising at his hobby website -- adverlicio.us/pharma, an archive of online pharma ads -- brought the practice to my attention.

"This awakens in me memories of watching the Super Bowl 4-5 years ago and having Bob Dole uncomfortably intrude on a *family* moment with a discussion of ED," says James. (Actually, the first DTC ads appeared during the Super Bowl game 2 years ago. It was Cialis -- see "[Super Bowl DTC Debut: Was It Good for You?](#)" But you get the point.)

James showed me an unbranded FREE OFFER ad for AmbienCR on the site of Seventeen Magazine, but he was particularly concerned about a branded ad for Levitra that he found on the family -- ie, rated E for Everyone -- section of miniclip.com, "an awesomely fun game site." The screen shot is shown below.



This follows a recent Wall Street Journal article that suggests that TV ads for impotence drugs again are crossing the line (see "[New Impotence Ads Draw Fire -- Just Like Old Ones](#)").

"In December alone," reports the WSJ, "an ad for impotence drug Viagra aired at around 9 p.m. during 'Prancer,' a G-rated movie about a young girl who nurses one of Santa's reindeers back to health; another spot for rival medicine Levitra appeared during an afternoon showing of the comedy 'Pee-wee's Big Adventure;' and another for Cialis graced an early-evening presentation of the holiday classic 'Miracle on 34th Street.'

"Despite a pledge from the pharmaceutical industry to be more careful with prescription-drug advertising, impotence-drug makers are sliding back to tactics that drew widespread criticism from patients, doctors and regulators. A pediatricians' organization is calling for no impotence ads during hours when children are likely to be watching, and a major AIDS group has expressed concern that ads have become too suggestive again, encouraging people who aren't suffering from erectile dysfunction to use the drugs recreationally."

Blaming the Medium, Not the Message

Pfizer and other advertisers claim that ad placement isn't always under their control, especially on cable channels, where unlike network TV, they cannot purchase time on specific shows.

You would think, however, that it would be much easier on the Web to put ads exactly where you want them.

"Levitra has no business on a family gaming site," says Gardner. "Unless miniclip.com is some kind of exception to the rule, every site offers the ability to buy only certain 'channels' (i.e. not the family one), and the ability to predict visitor demographics."

I admit he's got a point.

NOTE: FDA is concerned about unsafe drugs purchased through the Internet (see "[FDA Alerts Consumers to Unsafe, Misrepresented Drugs Purchased Over the Internet](#)"). Maybe they should also worry about drugs being advertised to teenagers on the Internet, especially drugs like ED medications and sleep aids, which have not been tested in children under 18.

"Advertisers often have an option to alert cable channels in advance when a specific program isn't appropriate for their ads," notes the WSJ. They could do the same thing on Web sites like miniclip.com -- just flag the family section as off limits.

You might defend GSK/Bayer -- the companies responsible for the Levitra ad -- and claim that the agency that does their media buying is responsible. Gardner, however, doesn't buy that defense. He who pays the piper is ultimately responsible.

"Blindly buying media through advertising networks without know **exactly** where your ads are being placed is not only foolish, it's just plain wrong!" he says.

I second that thought and ask PhRMA again, **where are your principles for online DTC advertising?**

Dr. Paul Antony, a reserve officer in the U.S. Navy Medical Corps, PhRMA's Chief Medical Officer and Director of its Office of Accountability, may be reading this blog. After all, he did write me to acknowledged my concern over other violations of PhRMA's DTC principles (see "[PhRMA Responds to My Rozerem Ad 'Concern'](#)"). If you are reading this Dr. Antony, I invite you to submit a comment in response to my question.

Posted by John Mack at [7:24 AM](#)

Marketing plan A for Plan B

Now that Plan B is approved for sale OTC and by prescription, Barr Pharmaceuticals is faced with the task of marketing it. What's their marketing "plan A" for Plan B?

A few insights to Barr's thinking can be found in a recent Wall Street Journal article ("A Subtle Method for Selling Plan B").

I Chose
a Condom
But it Broke.

I have a
chance
with Plan B[®]
emergency contraception

Plan B[®] emergency contraception can help prevent a pregnancy after you've had contraceptive failure or unprotected sex. Take Plan B as directed within 72 hours after unprotected sex to reduce the chance of pregnancy by 89%. It's the same as the Plan B One-Step you see at the pharmacy. Plan B is not a morning-after pill. While Plan B is 92% effective and safe to use, it doesn't protect you from sexually transmitted diseases. Plan B is available over the counter only. www.planb.com/condomfailure 1-800-530-1371

Plan B[®] EMERGENCY CONTRACEPTION

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Contrary to the title of the WSJ article, the evidence so far hints at a not-so-subtle approach. For example, the ad shown on the left has run recently in Lucky and Cosmopolitan magazines. It plays upon the fear of "contraceptive failure" -- "I Chose a Condom, But it Broke." Have no fear, Plan B is here!

Of course, we all know that accidents can happen, although I have never experienced a condom breaking.

Planned Parenthood provides these condom statistics: "Of 100 women whose partners use condoms, about 15 will become pregnant during the first year of typical use. Only two women will become pregnant with perfect use."

We could argue if that is an acceptable risk or not. But just like drugs with side effects, I wouldn't want to be among the two percent that suffers the problem.

But if the same fear campaign tactics were used with other drugs -- like statins -- we might protest. "I exercised and ate right, but I still got a heart attack. Next time, take Pravachol!" is different than "Along with exercise and diet, Pravachol can help you prevent a heart attack."

That's one reason why you won't see broad-based Plan B TV ads that talk about "contraceptive failure." "...playing up the sexual factor rather than medical information makes some regulators uncomfortable," according to the WSJ article. TV is just too visible, politically speaking.

"You won't see that from us," says Amy Niemann, Barr's vice president of proprietary marketing. "We have been and will continue to be committed to responsible marketing with this product."

So, what will we see?

Plan A: Internet-based Behavioral Marketing

"The Internet and other, more subtle marketing methods could prove very effective in promoting Plan B, says Anne Devereux, chief executive of TBWA World Health, an Omnicom Group network of health-care marketing agencies. [WSJ]

The most subtle Internet Marketing technique I know of is behavioral targeting (see "[Behavioral Targeting: RJ vs JP](#)").

Behavioral marketing, which categorizes users based on their previous Internet searches and then serves them relevant ads no matter where they are on the Internet, may be just the ticket for Plan B Internet marketing. I have dissed the technique elsewhere (op cit), but think it is a perfect idea for Plan B! No, really! The main advantage to Barr is the stealthiness of behavioral targeting -- behavioral-targeted Plan B Internet ads will simply be invisible to Senators and Congressmen!

Here's how it could work.

Let's assume the demographic is a female teen between the ages of 14 and 19.

BTW, Barr shouldn't worry about the 18-year minimum for OTC purchase -- I assume, just as with underage boys and beer, underage girls can get the help they need for an OTC purchase of Plan B. Besides, I've heard that an old marketing maxim says to direct your ads at a younger target audience than your typical user. This maxim has been applied with a vengeance in the erectile drug market (see, for example, "[Pushing the Envelope is Bad for DTC](#)"). Of course, Barr will have to keep its marketing strategy very confidential -- they may need a bunker like the one in which Pfizer's Kindler relaxes.

Instead of the old-fashioned approach, where you place ads on Web sites and pages where these girls hang out, why not let Yahoo! develop a targeted category of teenage females based on their recent searches and deliver ads to them *whenever they are* on the Internet?

You could, for example, categorize users by searches on topics related to music, brands, cosmetic procedures, etc. that are popular with young women -- anything that would put them into a "female sexual promiscuity" category. (I know...fiendish, isn't it?)

"You are no longer targeting people you think will be interested in your product," said Les Kruger, a senior marketing manager at Cingular. "We know based on your behavior that you are in the market, and we can target you as you bounce around the Internet." (See "[Marketers Trace Paths Users Leave on Internet](#)".)

Ads run within context on relevant pages may be ignored whereas behaviorally-targeted ads are "less expected and [are] playing to your subconscious," says Lydia Snape, the director of online marketing at Renegade Marketing, Panasonic's Internet advertising agency.

So, when there's a contraceptive emergency, you know right away about Plan B, because you've been seeing the ads for some time in a lot of the places you go on the Internet -- and not just places that talk about emergency contraception.

Internet Marketing through Facebook: Influencing Body Image in Teens and Young Adults

<http://www.selfhelpmagazine.com/article/facebook>

by Michele Foster, BA

Many parents of today's teenagers are uncertain about what social networking websites, such as Facebook, involve. One mother I interviewed guessed that adolescents and young adults use Facebook primarily to "chat online and share pictures". She is certainly correct about these features being part of Facebook's ever-expanding activity list. However, Facebook is also a place where young women can access dieting tips, search for "thinspiration", join pro-anorexia discussion boards, and take part in competitions for the thinnest bodies. This article provides parents with information about the negative influence that Facebook internet marketing can have on young, impressionable teens and on women who are suffering from body image concerns or disordered eating. There are also many practical tips for immediate action to counteract negative effects of online marketing in Facebook and other social networking website advertising.

Facebook and Advertising

Facebook is the world's largest social networking website (Holahan, 2008), and it is also the most popular site amongst 17 to 25 year olds. Ironically, this is the most common age range for the development of eating disorders such as Bulimia Nervosa and Anorexia Nervosa in women (Cavanaugh & Lemberg, 1999). Facebook seems to recognize that many of its female users suffer from body image concerns, and it uses this information to appeal to advertisers. For example, it is no secret that exposing women to images of thin celebrities causes them to feel dissatisfied with their own appearance (Grabe, Ward & Hyde, 2008). By featuring advertisements with pictures of actresses boasting "The Supermodel Diet", Facebook's advertisers hope that viewers will feel badly enough about their own physiques to click on the ad for a solution. Facebook capitalizes on the psychological research findings by allowing advertisers to select their audiences based on the demographics and information written in the user profiles. As such, all female users are bombarded by weight-loss ads featuring celebrities and promoting diets, and women who are listed as engaged see an ad that says "Do you want to be a fat bride?"

Many of Facebook's users have complained about the increasing number of dieting ads featured on the site. With disordered eating plaguing more and more of North American females, the last thing women seem to want is a reminder of their perceived imperfections. In fact, there are several Facebook groups dedicated to stopping dieting ads on the popular social networking site. In July 2008, Facebook responded to public pressure and decided that advertisements would no longer portray specific body types in a "negative light". Although users no longer see advertisements featuring large bellies that say "DISGUSTING", users are still exposed to messages informing them that they could be (and apparently should be) thinner. More recently, Facebook also embraced an application that allows users to rate advertisements, which makes it easier for individuals to edit those to which they are subjected. Nonetheless, Facebook has

ensured that each “Supermodel Diet” ad features a different celebrity image to prevent the advertisement from completely disappearing from the pages of vulnerable female users. As such, if, for example, viewers deem Miley Cyrus’ image offensive, they will then be shown an ad promoting the “Supermodel Diet” with another celebrity image instead. It seems that abandoning dieting advertisements all together would cost Facebook too much revenue. This is just one of many examples of how Facebook preys on the vulnerability of its female users, placing their business before the well being of their subscribers.

Wiki’d World

The term “Wiki’d” describes websites which allow consumers to control content with little or no limitations. This term originated as a descriptor for the popular website Wikipedia, which permits anyone to submit word definitions and information for public consumption. Of course, one can argue that Facebook has also been “wiki’d”. Unlike mainstream film and television media, which screens messages sent to the public for appropriateness, Facebook is reluctant to censor content, including that which supports eating disorders. Facebook spokeswoman Caely Cusick argued that “Many Facebook groups relate to controversial topics; this alone is not a reason to disable a group. Facebook supports the free flow of information”. Nonetheless, many user groups continue to glorify disordered eating despite violating Facebook’s terms of use, which suggest that the administration can remove groups or pages “which might...harm, or threaten the safety of users or others”.

Fortunately, Facebook has slowly begun to reply to pleas from doctors and eating disorder specialists who have suggested that pro-eating disorder pages are encouraging women to refrain from seeking treatment. Although Facebook has begun to more willingly crack down on groups that disobey the website’s terms of use, there still remain an abundant number focused on glorifying disordered eating and extreme dieting, as well as groups which argue that average-sized or heavier women are unattractive and unfavourable as partners. Despite Facebook’s new willingness to shut down some of these groups, they seem to be popping up much faster than they can be eradicated. This is a testament to the fact that many of Facebook’s users suffer from eating disorders and are committed to resurrecting groups that have been shut down, and to starting new ones as quickly as possible. And although Facebook is asserting that groups adhere more appropriately to their terms of use, Facebook seems to be ignoring these terms by publishing dieting ads to users they know are suffering from body image concerns, and by therefore acting in a way that might harm people.

So What Can Parents Do?

It is my hope that those who read this article will not simply ban their children from using Facebook or enforce rigid rules for use. Instead, it is important for parents to have open conversations with their children about how they can protect themselves from Facebook’s negativity. There are several actions that parents can take to help safeguard their children and teenagers:

- **Direct your children** to websites that encourage the growth of positive body image and self-esteem, such as the National Eating Disorder Information Centre's Real Me Experience, created with the support of Dove (www.realme.ca).
- **Keep computers in high-traffic areas** when your children first begin experimenting with the internet. For example, by placing the computer in the kitchen or family room, children are less likely to visit controversial pages, and you can keep a watchful eye on the sites they view.
- **Teach your children** how to use the "thumbs down" icon located underneath ads on Facebook to report them as offensive, misleading, or repetitive.
- **Offer your children compliments** not only about their appearance, but also about their character to help strengthen their self-esteem and to inoculate them against potentially damaging information.
- **Encourage media literacy** in your home by helping your children understand that images portrayed on the internet and in advertisements are air brushed.
- **Prevent passive media viewing** by asking questions and encouraging **critical thinking** (*deep thought*.)
- **Spend more time together** as a family so that you can have the dominant role in teaching and supporting your children.
- **Check your own biases** and try to regard all body types (including your own) as beautiful and acceptable.
- **Speak with your children** about the dangers of dieting.

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About the Author:

Michele Foster is completing a Master's degree in Counselling Psychology at the Ontario Institute for Studies in Education of the University of Toronto. She has worked as a clinician and researcher in the field of disordered eating for the past three years. She plans to pursue a Doctoral degree, and will continue to focus on issues pertaining to body image.

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The Washington Post

What Teens Are Hearing About Drugs

Some Messages Help, Others Are Troubling

By Francesca Lunzer Kritz
Special to The Washington Post
Tuesday, September 9, 2008; HE01

Here's a multiple-choice question for parents of tweens and teens.

You're monitoring your child's cellphone and come across a text message encouraging her to try a prescription drug. Could the message be coming from:

- A. a drugmaker trolling for a new customer.
- B. an adolescent friend urging a raid on your medicine cabinet for a "pharm" party.
- C. a trusted physician, offering a reminder to the 25 percent of teenagers who take a daily prescription for conditions ranging from allergies to cancer.
- D. any one of the above.

The answer? D. These days, messages aimed at drawing teens' attention to drugs are being televised, e-mailed, texted and even downloaded with music every day.

"These new media choices create a buzz and certainly a perception of a rising trend toward targeting teens," says Jim Joseph, executive vice president of Saatchi & Saatchi Consumer Health+Wellness, a Manhattan advertising agency.

The challenge for teens, and for adults who care for them, is to figure out "how to wade through the clutter of messages they're getting about drugs -- both prescription and nonprescription ones -- in order to make safe and appropriate choices," says Wayne Snodgrass, a professor of pediatrics and pharmacology at the University of Texas Medical Branch in Galveston and chair of the American Academy of Pediatrics Committee on Drugs.

"There's been a demystification of prescription medications for teenagers," says Sharon Levy, director of the adolescent substance abuse program at Children's Hospital Boston. According to a survey published last month by the National Center for Addictions and Substance Abuse, a growing number of teenagers say it's easier to illegally obtain prescription drugs than to buy beer.

Experts blame a cavalier attitude toward drugs for a growing incidence of prescription drug abuse by teens. Every day, 2,500 kids ages 12 to 17 abuse a prescription painkiller for the first time, according to John Walters, head of the White House's Office on National Drug Control Policy; the number of

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The advertisement features four audiobook covers: 'Divine Justice' by David Baldacci, 'The Quality of Highly Effective People' by Stephen R. Covey, 'The Art of Happiness' by Dalai Lama and Howard Cutler, and 'The Power of Hope' by Francis & Terry. The Audible.com logo is at the bottom left, and a 'Learn More' button is at the bottom right.

teen patients treated for prescription painkiller abuse grew threefold between 1995 and 2005.

"Teens are abusing prescription drugs because many believe . . . these drugs provide a 'safe' high," Walters says.

At the same time, many teens fail to stick with a prescribed drug regimen for a chronic condition such as asthma, depression or diabetes. "Parents have a crucial role to play in all this," Snodgrass says, "by making it clear that drugs are only safe and effective when they're specifically prescribed, and when taken appropriately."

Drug Ads Just for Teens

When it comes to direct-to-consumer advertising for prescription drugs, permitted by the Food and Drug Administration since 1997, there are no specific rules for marketing to kids and teens, says Robert Temple, director of the Office of Medical Policy at the FDA's Center for Drug Evaluation and Research.

"Appropriate situations for drug companies to specifically address teens include those where the teen could benefit from a medication but might not necessarily start the conversation with an adult," says Meredith Ressi, vice president of research at Manhattan Research, a health-care market research firm in New York. She cites drugs for acne or birth control as examples.

Acne, Ressi says, is a very good example because "a parent might not bring up treatment for fear of making their child feel bad but would likely be delighted to have the teen start the conversation and then be able to help."

Tazorac, an acne drug made by Allergan, is the subject of a back-to-school ad campaign featuring situations such as high school graduation and the prom in which teens might feel particularly self-conscious about their acne. Incentives to register on the site and learn more about the drug (teens 13 to 18 need a parent's permission) include a \$5 Starbucks card and a chance at winning a Nintendo Wii console, a video camcorder or a laptop computer.

Ads meant to get a teen's attention typically feature cool clothes, hip music and other teen draws. Bayer Healthcare Pharmaceuticals, the maker of Yaz, a birth control pill, hired the Veronicas, a group popular with teen girls, to record a song for one of the drug's commercials. The Web site of Galderma, the maker of Differin, another acne drug, offers teens a quiz called "The Truth About Zits."

"When marketing directly to teens, you need to be able to speak to and otherwise engage them very differently from adults," says Elizabeth Izzard Apelles, CEO of digital marketing agency Greater Than One, whose clients include Novartis, which makes ADHD drug Focalin XR. "Otherwise, they won't pay a lick of attention."

Other advertising execs agree.

"We use a combination of media, trying to reach" teens, says Kathy Magnuson, executive vice president of Brand Pharm, whose clients include Galderma. In June, Galderma launched a Differin ad on ABC Family and MTV and has also bought space for the ad at movie theaters and on the Internet.

Drugmaker Sanofi Aventis used a low-tech but novel approach to reach teen girls. The company placed a full-page ad (plus another page of FDA-required consumer information) for acne drug

Benzaclin in the fall catalogue of Delia's, a teen-girl clothing chain.

Msg frm yr drg cmpny

Merck is moving beyond TV ads for Gardasil, which protects against human papillomavirus infection and is recommended for adolescent girls. Because the vaccine is given in three doses, each months apart, Merck is sending out reminders by mail, e-mail and text message -- "REMIND" to "GARSL" -- telling those who got the first shot to come back for shots two and three.

Kathy Woodward, a pediatrician at the adolescent health clinic at Children's National Medical Center in Washington, worries that ads aimed at adolescents often create an inappropriate sense of fun, fostering the idea that there's a pill for every ill. Woodward believes taking drugs might seem hip, for example, when Antonio Banderas, whose voice is well known from the "Shrek" movies, narrates TV commercials for the allergy drug Nasonex.

Woodward says she has been overwhelmed by the number of teenage boys who come in asking for a prescription for Lamisil, an antifungal drug. TV ads that stopped airing about a year ago said dark-colored toenails might be a fungal infection that the drug can clear up. //

"It's only an infection 10 percent of the time," says Woodward, "and leaving the nail as it is poses no health risk." What's more, because of a slight risk of liver damage, Woodward notes, anybody who takes the drug needs monitoring.

"When teenage boys make [a drug they've seen advertised] the focus of their yearly office visit," she explains, "it takes away time I need to talk about crucial health issues including safe driving, alcohol and prescription drug abuse."

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