

As someone who spent ten years inside the pharmaceutical industry, I can tell you one thing for sure: Big Pharma goes where the money is. And the money is with the ladies.

The vast majority of the drug ads we see are for the newest and most expensive drugs available. These drugs are exceptionally profitable for the industry, but newer is definitely not better when it comes to patient safety.

Women need to know that they are being studied, targeted, and manipulated by very effective advertising that has little to do with good science. The ads and the target markets are heavily researched by internal marketing departments, branding experts and advertising companies.

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