

**ANEXO A**

**FIGURAS**



Figura 1. Aveceno, Medico Iraní del siglo XI en su farmacia.

**CANCER CAN BE CURED**

I WANT TO SEND TO ALL SUFFERERS FROM CANCER. THESE TWO BIG BOOKS ABSOLUTELY FREE

and these statements prove it.

Read the Proof

DR. JOHNSON REMEDY CO. U.S.A. Kansas City, Mo.

**TWO FREE BOOKS - CANCER AND ITS CURE - AND 10000 PAAS TESTIMONIAL BOOKS**

The advertisement features a central portrait of a man with a mustache, flanked by two books titled 'My 25 Year Testimonial Book'. The text is arranged in a grid-like fashion with various columns of text, including a large headline at the top and a company name at the bottom. The overall style is that of a vintage newspaper or magazine advertisement.

Figura 2. Aviso que promete que el Cáncer puede ser curado.



**Figura 3. Logo-Publicidad de Upjohn Pill and Granule Co. en que se grafica la fácil disolución de la píldora desarrollada por esta empresa.**

**BAYER**  
PHARMACEUTICAL PRODUCTS.

We are now sending to Physicians throughout the United States literature and samples of

**ASPIRIN**

The substitute for the Salicylates, agreeable of taste, free from unpleasant after-effects.

**HEROIN**

The Sedative for Coughs,  
**HEROIN HYDROCHLORIDE**  
its water-soluble salt.  
You will have call for them. Order a supply from your jobber.

Write for literature to  
**FARBENFABRIKEN OF ELBERFELD CO.**  
40 Stone Street, New York,  
SOLE AGENTS

**Figura 4. Aviso de Bayer en que aparecen juntas la aspirina y la Heroína.**



Figura 5. Aviso de un jarabe para la tos que contenía heroína.

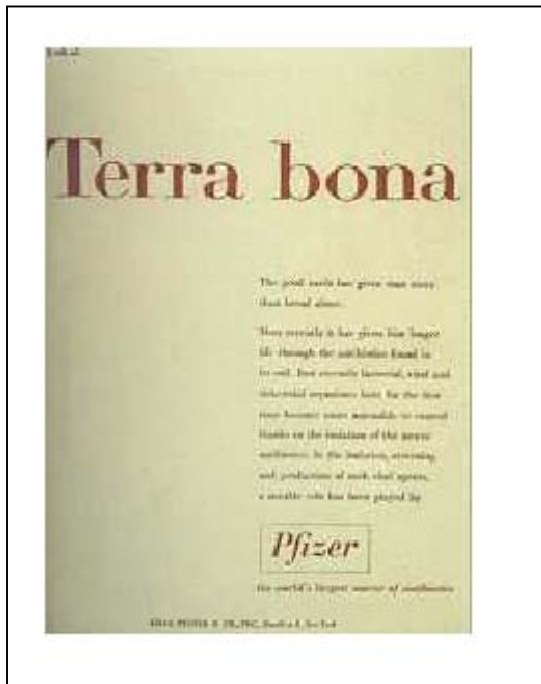


Figura 6. 1er aviso con “teaser”.



Figura 7. Aviso de 1950 con diseño clásico.



Figura 8. Aviso de 1956 que marca un cambio en el estilo.



Figura 9ª y Figura 9b. Reflejo de la relación medico en avisos de la década de 1950.



**Figura 10. La dedicación como un Pasaporte a la curacion.**

**UNDERWRITE YOUR CHOICE**

**Write "Do Not Substitute"**

on all your prescriptions for VALIUM. By preventing substitution, you ensure that your patients receive the one you know best, from the company with the most experience in researching, manufacturing and answering physician inquiries about benzodiazepines.

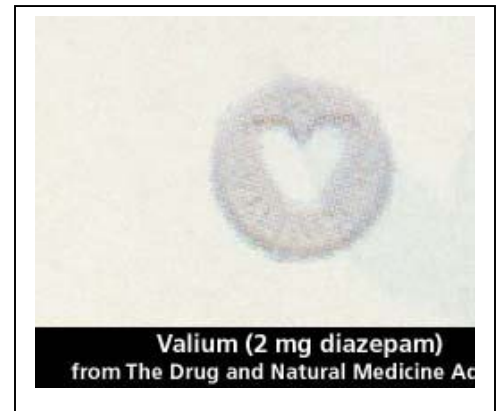
With VALIUM, no substitution means no surprises for you or your patients—no surprises in color, no surprises in tablet design and no surprises in brand name.

As with any benzodiazepine, caution patients about driving, operating machinery and simultaneous ingestion of alcohol or other CNS depressant drugs. Advise patients to consult their physician before increasing the dose or discontinuing VALIUM.

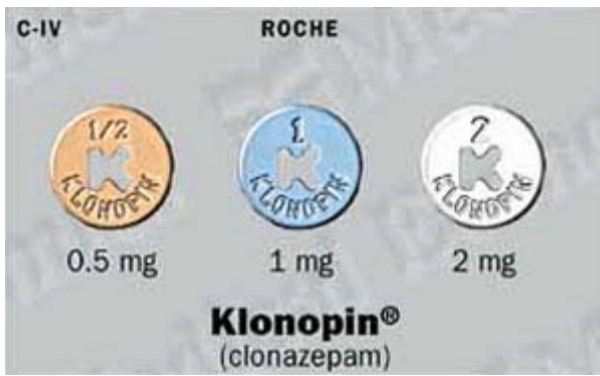
**VALIUM**  
diazepam/Roche®

THE ONE YOU KNOW BEST

Roche Products  
Copyright ©1993 by Roche Products Inc. All rights reserved. A13  
Please see summary of product information on following page.



**Figura 11. Diseño de la pastilla de Valium que permite su identificación inmediata.**



**Figura 12. La idea utilizada por Roche para Valium aplicada a Klonopin.**

**1 PILL A DAY**  
**24 HOURS**  
**0 HEARTBURN**  
Prilosec OTC makes it possible.

Looks like frequent heartburn  
has just been outnumbered.

Take 1 pill a day for 14 days for frequent heartburn.

**Figura 13. Avisos de dos medicamentos de Astra Zeneca de formulación similar. Prilosec es OTC y Nexium es Rx. En ambos se mantiene diseño y colores similares siendo el segundo de journals médicos.**

**Figura 14. Ver comentario figura 13.**

**#1 PPI prescribed by GPs\***

**Stop the heartburn—  
Start the HEALING**

Effective first-line PPI therapy

- Proven efficacy in short-term healing
- Proven efficacy for the maintenance of healing compared with placebo
- Proven symptom control
- Proven acid control†

†The clinical relevance of pH data has not been established.

The most frequently reported adverse events with NEXIUM and Prilosec are headache, diarrhea, and abdominal pain. Symptomatic response to therapy does not preclude the presence of gastric malignancy. NEXIUM and Prilosec should be used only for the conditions, dosages, and durations specified in the prescribing information. Before prescribing NEXIUM or Prilosec, please see a full summary of full prescribing information on next page.

\*IMS Health, National Prescription Audit Plus January 2001 through March 2003, based on PPI.

Please visit our Web site at [www.Nexium-us.com](http://www.Nexium-us.com)

AstraZeneca

**Nexium®**  
(esomeprazole magnesium)  
EXPERIENCE THE POWER





Taking a low-dose aspirin a day for your heart can be a smart thing to do.

More and more of you are taking a low-dose aspirin for your heart. Smart. But did you know that if you are also taking ibuprofen, the medicine found in Advil, you may not be getting the cardio protection you seek?

Taking a pain reliever that won't interfere with it is even smarter.

Clinical studies have shown that under certain circumstances, frequent use of ibuprofen, like Advil, can actually interfere with your aspirin therapy. It may be blocking your aspirin's ability to thin your blood.

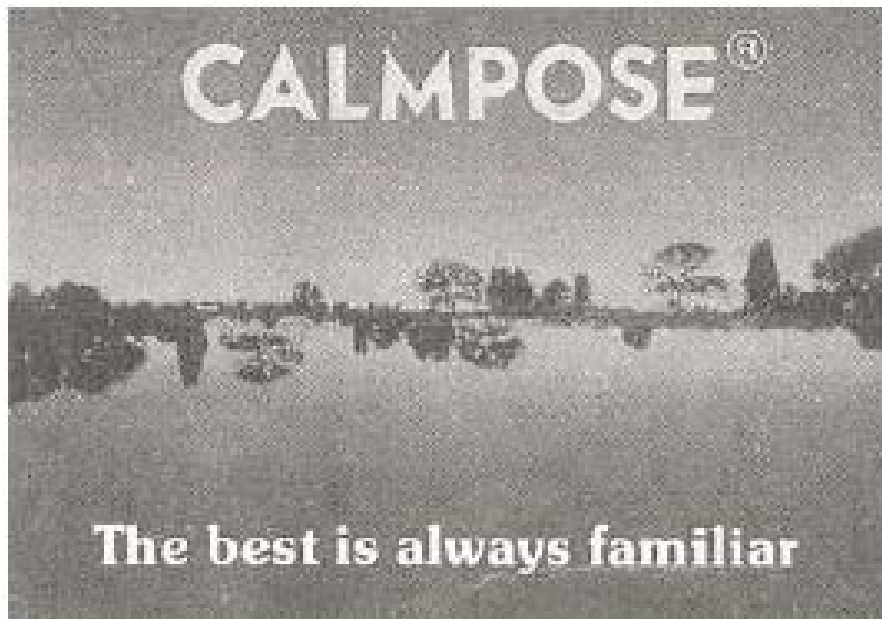
If you are taking a low-dose aspirin a day for your heart, Tylenol may be a better choice. Unlike ibuprofen, Tylenol has not been shown to interfere with your aspirin heart therapy. That's why most doctors recommend Tylenol for people on aspirin therapy. Talk to your doctor about what's right for you.

**TYLENOL**  
A Better Choice.

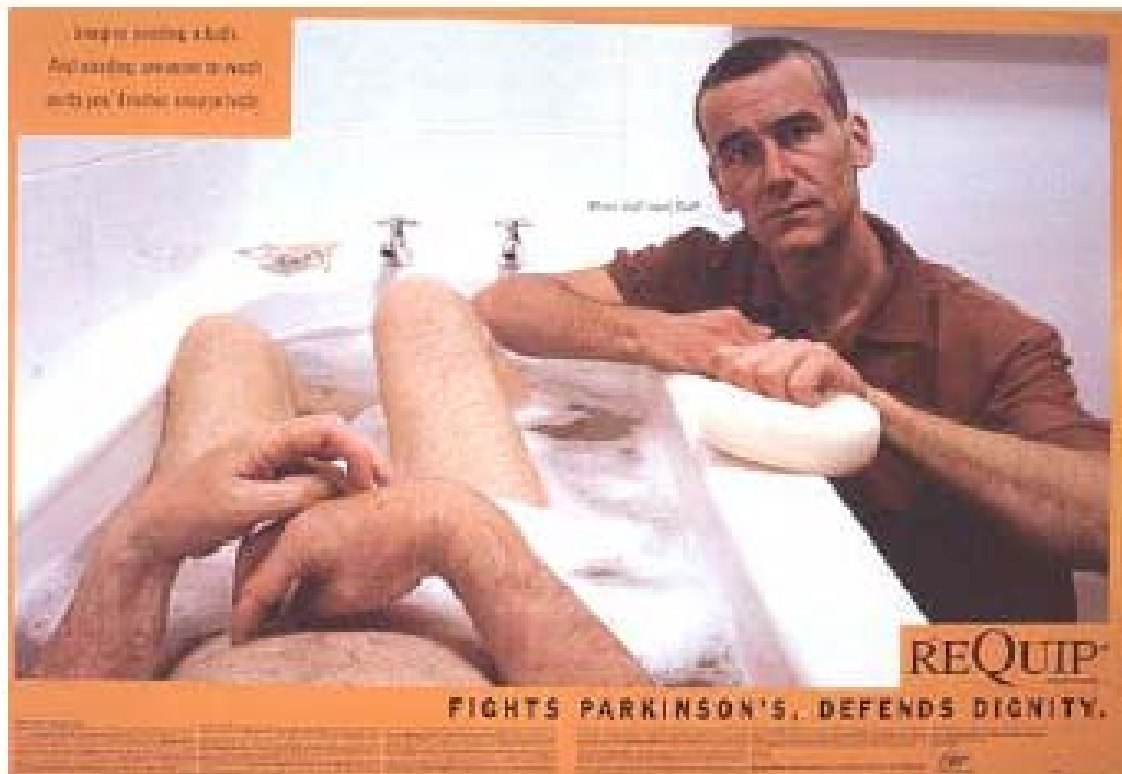
For more information go to [Tylenol.com](http://Tylenol.com) or visit The American Heart Association at [www.circulationaha.org](http://www.circulationaha.org).

Mylan. ©Mylan/PPC Inc. 2004. Use as directed.

**Figura 16. Intento de Tylenol de diferenciarse de otros analgésicos.**



**Figura 17. “Lo mejor siempre es conocido”, resalta la trayectoria del producto como una fortaleza.**



**Figura 18. Publicidad DAC de tratamiento para el Parkinson que pone al espectador en el lugar del paciente.**



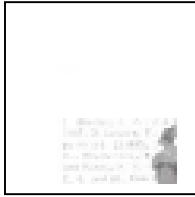


Figura 20. Aviso de Miltown, que marco un punto de inflexión en la terapéutica de psicotrópicos.

**MERCK SHARP & DOHME**  
announces an important  
new "psychotropic" agent

**'SUAVITIL'**

An entirely new approach to the medical problem of acute anxiety states, tension, depression and insomnia.

'SUAVITIL' relieves anxiety without producing depression or drowsiness... usually permits to sleep more normally, livelier with the awakenings which produced such anxiety.

'SUAVITIL' offers fundamentally new way of the sedation currently used in the field. 'SUAVITIL' has been reported to be extremely calm, the only agent believed to be free from even of depression.

'SUAVITIL' causes no euphoria and leaves the quality of waking normally unchanged. It has no sedative action and has no hypnotic effect, although it relieves sleeplessness by reducing repetitive thinking (false associations).

**What it is**

'SUAVITIL' (chloralhydrate) is a centrally acting psychotropic agent with a calm, mild sedative action. It is indicated by its mechanism by restoring the normality of nerve impulses through inhibition.

'SUAVITIL' has been described in an abstract, scientific form, "new tranquilizer". It has been reported to be in English and Dutch, and a similar report has effectively reported on anxiety and depression in a majority of the psychotropic agents. A full study has been conducted by patients in the following series: "I began to feel a feeling of well-being", "I feel calmer".

**What it does**

'SUAVITIL' offers a new and specific type of sedation for the patient who is disturbed by anxiety, tension, depression or otherwise. It is indicated by its mechanism of action to be a tranquilizer which relieves the anxiety in a number of cases of patients in professional practice.

**Absorption and tissue distribution**

'SUAVITIL' is well absorbed and rapidly distributed in all tissues. However, except for CNS tissue it is rapidly metabolized and of all other tissues. Greatly affected is rapid, within 20 to 30 minutes.

Figura 21. Aviso de claro perfil tradicional.

Are depression symptoms  
keeping you from where you want to be?

**Are these symptoms of depression interfering with your life?**

- Not interested in things and things that used to be fun?
- Low on energy?
- Not motivated to do the things you once looked forward to doing?
- Not feeling as good as you used to?

If you're experiencing symptoms of depression and wondering where you want to be, talk to your doctor about your treatment options.

**How EFFEXOR XR helps treat depression:**

- EFFEXOR XR works on both serotonin and norepinephrine—two chemicals in the brain linked to depression.
- Correcting the imbalance of these two chemicals may help relieve symptoms of depression.

**Talk to your doctor about your symptoms, and ask if EFFEXOR XR is right for you.**

Before starting EFFEXOR XR Capsules, tell your doctor about any medications you're taking, including over-the-counter drugs and herbal supplements. People taking MAO inhibitors should not take EFFEXOR XR. Diseases or raising women should not take any antidepressant without consulting their doctor. Side effects with EFFEXOR XR may include nausea, dizziness, dry mouth, delayed bladder emptying, constipation, increased appetite, weight gain, and constipation. EFFEXOR XR may raise blood pressure in some patients, so blood pressure should be monitored regularly. When people suddenly stop taking or quickly lower their dose of EFFEXOR XR, discontinuation symptoms may occur. Tell your doctor before discontinuing or reducing your dose of EFFEXOR XR.

For more information, call 1-888-790-8079 or visit [www.thochangeyoudeserve.net](http://www.thochangeyoudeserve.net)

**ONE-DAY VENLAFAXINE HCl**  
**EFFEXOR XR** ORANGE CAPSULES

The change you deserve.™

Please see accompanying Patient Brief Summary on the back panel.

Figura 22. Las figuras 22, 23, 24 y 25 muestran avisos DAC de psicotrópicos en que aparecen con frecuencia pacientes del sexo femenino.

Are you giving up days to what you think is PMS?

**If you are, it could be PMDD.**

Making it appear as if you're just having a "bad day" could mean you're actually dealing with PMDD.

Mostly symptoms like irritability, mood swings, crying, and fatigue are so common that they interfere with your work and relationships.

PMDD is related to changes in hormones that may interact with other natural chemicals in your body.

Now ZOLOFT is approved for the treatment of PMDD. Why give up any more days of your life?

Therapeutic ZOLOFT can do more than help you get through the week, it can help you feel better every day.

Call 1-888-444-PMDD or visit [www.zoloffpms.com](http://www.zoloffpms.com)

**Zoloff**  
VENLAFAXINE HCl **PMDD**  
Because each day counts.™

ZOLOFT is not for everyone. ZOLOFT is approved for women 18 and over. People taking MAOIs or people who are taking ZOLOFT should not take any other antidepressant. Side effects with ZOLOFT may include nausea, dizziness, dry mouth, constipation, delayed bladder emptying, increased appetite, weight gain, and constipation. Tell your doctor before discontinuing or reducing your dose of ZOLOFT. Tell your doctor if you're taking any other medicine. Please see the full prescribing information for ZOLOFT on the back panel.

Figura 23.

**I'm feeling good! I'm taking new *once-a-day* WELLBUTRIN XL, an antidepressant with a low risk of sexual side effects.**

WELLBUTRIN XL effectively treats depression with a low risk of sexual side effects and the convenience of a *once-a-day* pill. It's important to know that WELLBUTRIN XL is the only *once-a-day* form of bupropion.

**Important information about WELLBUTRIN XL**

WELLBUTRIN XL is not for everyone. If you take WELLBUTRIN XL, there is a risk of seizure, which is increased in certain patients (see Patient Information). Do not take it if you have or had a seizure or eating disorder. Don't use it if you take an MAOI, or any medicine that contains bupropion such as WELLBUTRIN SR or ZYBAN. You should not take WELLBUTRIN XL if you are already stopping the use of alcohol or nicotine. When used with a nicotine patch or gum, there is a risk of increased blood pressure. Sometimes dizziness. To reduce the risk of serious side effects, ask your doctor if you have low or falling potassium. Other side effects may include weight loss, dry mouth, nausea, and difficulty sleeping.

**ONCE-DAILY Wellbutrin XL**  
bupropion hydrochloride extended-release tablets

For more information call 1-800-366-2500 or visit [www.wellbutrin-xl.com](http://www.wellbutrin-xl.com) and learn about a \$10 savings.

Ask your doctor if prescription WELLBUTRIN XL is right for you.

**gsk** GlaxoSmithKline

Please see Patient Information on following page.

Figura 24.

**What's standing between you and your life?**

Depressed Mood  
Loss of Interest  
Sleep Problems  
Difficulty Concentrating  
Agitation  
Restlessness

It's not good to let another day go by feeling not quite "yourself." If you're experiencing some of these symptoms of depression nearly every day for at least two weeks, a treatment solution could be in store. And, it can feel difficult ALL DAY. That's why you need relief ALL DAY. **NEW THERAPY: PAXIL CR CONTROLLED-RELEASE TABLETS.** The CR means Controlled Release for Continuous Relief. Symptom relief usually begins two or three weeks of daily treatment. Prescription Paxil CR is not for everyone. Tell your doctor what medicines you're taking. People taking MAOIs or monoamine oxidase inhibitors should not take Paxil CR. Paxil CR is generally well tolerated. As with many medications, there can be side effects. Side effects may include nausea, constipation, decreased appetite, dry mouth, weakness, dizziness, headache, dizziness, diarrhea, sexual side effects, pain, fatigue, insomnia, increased sweating or perspiration. Most people are not bothered enough by side effects to stop taking Paxil CR. Don't stop taking Paxil CR before talking to your doctor since symptoms may result from stopping the medication or from your original condition. **Feeling balanced, more like "yourself," is within reach. Call 1-866-PAXIL-CR or visit [www.paxilcr.com](http://www.paxilcr.com). Please see brief summary of complete prescribing information on the following page.**

**PAXIL CR**  
PARoxetine HCl  
CONTROLLED-RELEASE TABLETS

Your life is waiting!

© 2008 The GlaxoSmithKline Group of Companies. All rights reserved. 08-0004

Figura 25.



**Prescription ZOLOFT works to correct this imbalance.** Only your doctor can diagnose depression. ZOLOFT is not for everyone. It is approved for adults 18 and over. People taking MAOIs or procarbazolone shouldn't take ZOLOFT. Side effects may include dry mouth, nausea, sexual side effects, dizziness, upset, and sleepiness. Please see the following page for additional information about ZOLOFT 25mg, 50mg, and 100mg tablets. Talk to your doctor about ZOLOFT, the #1 prescribed brand of its kind. Call 1-800-6-ZOLOFT or visit www.ZOLOFT.com for more information.



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Figura 26. DAC para Zoloft de Pfizer que utiliza una mascota que actúa como nexa para el site de Internet.

**DETACHED SUMMARY OF INFORMATION ABOUT ZOLOFT (sertraline HCl)**

**ZOLOFT is Not For Everyone**

**What Conditions Does ZOLOFT Treat?**

**Depression**

**Obsessive-Compulsive Disorder (OCD)**

**Postmenopausal Hot Flashes (PMHF)**

**How ZOLOFT Works**

**How To Take ZOLOFT**

**How To Store ZOLOFT**

**For More Information About ZOLOFT**

**U.S. Pharmaceuticals**

Figura 27. Información del prospecto cuya utilidad esta discutida dada su extensión y su lenguaje de difícil lectura para los pacientes.



**YOU MANAGE YOUR BLOOD SUGAR. WHAT ARE YOU DOING TO HELP PROTECT YOUR HEART?**

If you have diabetes, you probably think if you're managing your blood sugar, you're managing all your health risks. Unfortunately, managing your blood sugar may not be enough to help protect your heart. The National Institute of Health (NIH) states that middle-aged people with type 2 diabetes have the same high risk of having a heart attack as people without diabetes who already have had a heart attack.

The Heart Protection Study by Oxford University, funded in part by Merck, researched ZOCOR. ZOCOR is the first and only cholesterol medication proven to significantly reduce the risk of heart attack and stroke in people with diabetes. Regardless of cholesterol level.

Before the Heart Protection Study was complete, ZOCOR was a first-in-class, cholesterol-lowering medication, with over 140 million prescriptions filled in the past 11 years.

If you have diabetes, ask your doctor how ZOCOR, along with a healthy diet, can help protect you. Get information about the Heart Protection Study and ZOCOR at [www.zocor.com](http://www.zocor.com) or call 1-800-MERCK-75.

**ASK YOUR DOCTOR IF ZOCOR IS RIGHT FOR YOU.**

**ZOCOR. It's your future. Be there.**

**IMPORTANT INFORMATION ABOUT THE HEART PROTECTION STUDY AND ZOCOR**

Important considerations: ZOCOR is a prescription medicine and isn't right for everyone, including women who are starting or pregnant or who may become pregnant, anyone with liver problems, and people who are allergic to any ingredients of ZOCOR. Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. Your doctor may want to check your liver enzymes. To avoid serious side effects, discuss with your doctor medicine or food you should avoid while on ZOCOR.

**YOUR RESULTS MAY VARY.**

PLEASE READ THE MORE DETAILED INFORMATION ABOUT ZOCOR IMMEDIATELY FOLLOWING THIS AD.

**ASK YOUR DOCTOR IF ZOCOR IS RIGHT FOR YOU.**

**ZOCOR (SIMVASTATIN)**

**MERCK**  
 1500 AVENUE K, KENILWORTH, NJ 07033  
 1-800-368-2273

Figura 28. DAC de Zocor en dos Avisos en los cuales se mantiene una clara unicidad en el diseño y en el contenido pero adaptado a diferentes personalidades.

**WHAT ARE YOU DOING TO HELP PROTECT YOUR HEART?**

You do all kinds of things to help safeguard yourself. And yet, if you've had a heart attack or stroke, it's important to ask your doctor if you're doing enough to help protect your heart. The Heart Protection Study by Oxford University, funded in part by Merck, researched ZOCOR.

ZOCOR is the first and only cholesterol medication proven to significantly reduce the risk of heart attack and stroke in people with heart disease. Regardless of cholesterol level.

Before the Heart Protection Study was complete, ZOCOR was a first-in-class, cholesterol-lowering medication, with over 140 million prescriptions filled in the past 11 years.

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**YOUR RESULTS MAY VARY.**

PLEASE READ THE MORE DETAILED INFORMATION ABOUT ZOCOR IMMEDIATELY FOLLOWING THIS AD.

**ASK YOUR DOCTOR IF ZOCOR IS RIGHT FOR YOU.**

**ZOCOR (SIMVASTATIN)**

**MERCK**  
 1500 AVENUE K, KENILWORTH, NJ 07033  
 1-800-368-2273

Successful at 10  
Accomplished at 20  
Fulfilled at 40  
Satisfied at 80

Power to help patients meet their lipid goals

When used with diet and exercise to lower LDL-C and to raise HDL-C

**LIPITOR**  
atorvastatin calcium  
tablet

**POWER YOU CAN TRUST™**

**Important information:**  
LIPITOR (atorvastatin calcium) is indicated as an adjunct to diet and exercise to lower LDL-C, raise HDL-C, and TG levels and to reduce the risk of stroke and myocardial infarction in patients with primary hypercholesterolemia, heterozygous familial and/or familial combined hyperlipidemia. LIPITOR is contraindicated in patients with known or suspected myopathy or rhabdomyolysis with acute renal failure. The effect of LIPITOR on laboratory tests and other drug interactions may vary. See the full prescribing information for important information.

With any other, tell patients to promptly report muscle pain, tenderness, or weakness. Discontinue drug if necessary. In pregnancy, it should be discontinued. LIPITOR levels fall rapidly, and the general half-life is about 14 hours.

It is recommended that liver function tests be performed prior to and 12 weeks following start of treatment of therapy and one month of dose and performance. Treatment is to be discontinued if ALT or AST is three times the upper limit of normal. The effect of LIPITOR on laboratory tests and other drug interactions may vary. See the full prescribing information.

©2004 Abbott Laboratories. All rights reserved. LIPITOR is a registered trademark of Abbott Laboratories.

Figura 29. Arriba aviso dirigido a Médicos y a la derecha DAC para Lipitor. Notese que se mantiene el mensaje que cada tipo de paciente necesita de una dosis diferente de tratamiento.

High cholesterol comes in all shapes and sizes.

250 Total Cholesterol 250

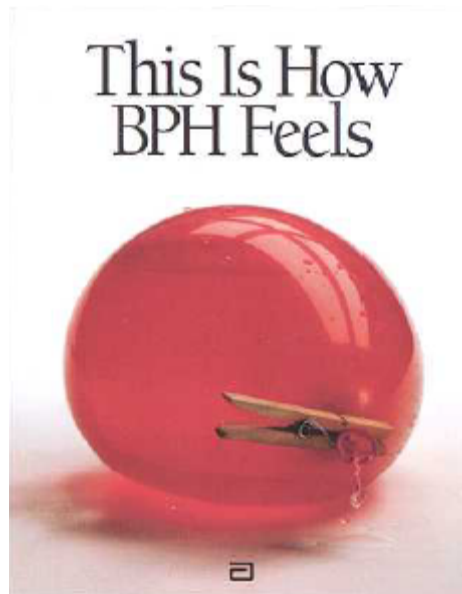
**Important information:**  
LIPITOR® (atorvastatin calcium) is a prescription drug used with diet to lower cholesterol. LIPITOR is not for everyone, including those with liver disease or possible liver problems, women who are pregnant, pregnant, or may become pregnant. LIPITOR has not been shown to prevent heart disease or heart attacks.

If you take LIPITOR, tell your doctor about any unusual muscle pain or weakness. This could be a sign of serious side effects. It is important to tell your doctor about any medications you are currently taking to avoid possible serious drug interactions. Your doctor may do simple blood tests to monitor liver function before and during drug treatment. The most commonly reported side effects are gas, constipation, stomach pain and indigestion. They are usually mild and tend to go away.

There are additional important information on your package.

**LIPITOR**  
atorvastatin calcium  
tablet

**FOR CHOLESTEROL**



NEW INDICATION

# Release the Grip of BPH

For Fast, Effective Relief

- Works with fewer side effects compared to other treatments.
- Approximately 80% of patients experience a reduction in urinary symptoms.
- In a study, 90% of men with symptoms of BPH who took Hytrin experienced relief in 12 weeks.

Hytrin Rapidly Relieves Symptoms of BPH

From a Wide Range of Symptoms

- Hytrin specifically relieves the most common and most bothersome symptoms of BPH:
- Frequent urination
- Urgency
- Weak stream
- Inability to empty bladder
- Nocturia
- Inability to start urination
- Inability to stop urination
- Inability to hold urine

Hytrin (terazosin HCl) is a prescription medicine used to treat BPH. It is available as capsules and tablets.

**HYTRIN**  
terazosin HCl

Hytrin (terazosin HCl) is a prescription medicine used to treat BPH. It is available as capsules and tablets.

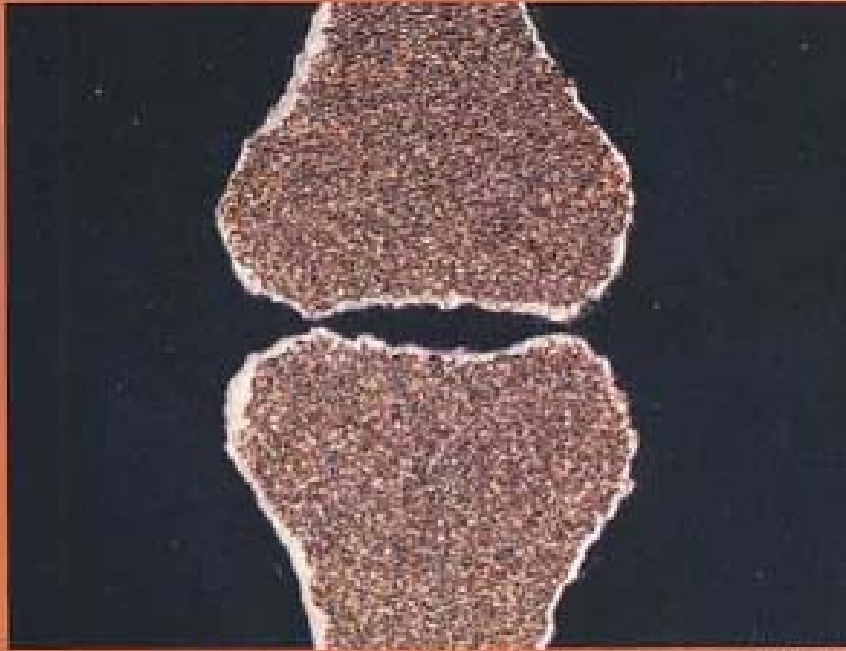
Figura 30. Ejemplo de branding emocional para Hytrin, en la Hiperplasia Benigna de Próstata. El arte llega a hacer al copy casi prescindible.



Figura 31. Aricept resuelve el caso de Alzheimer con una notable elegancia.



Figura 32. Branding emocional que será percibido por todo paciente que padece de Artritis Reumatoidea.



This is how  
an arthritis patient's  
joints often feel.

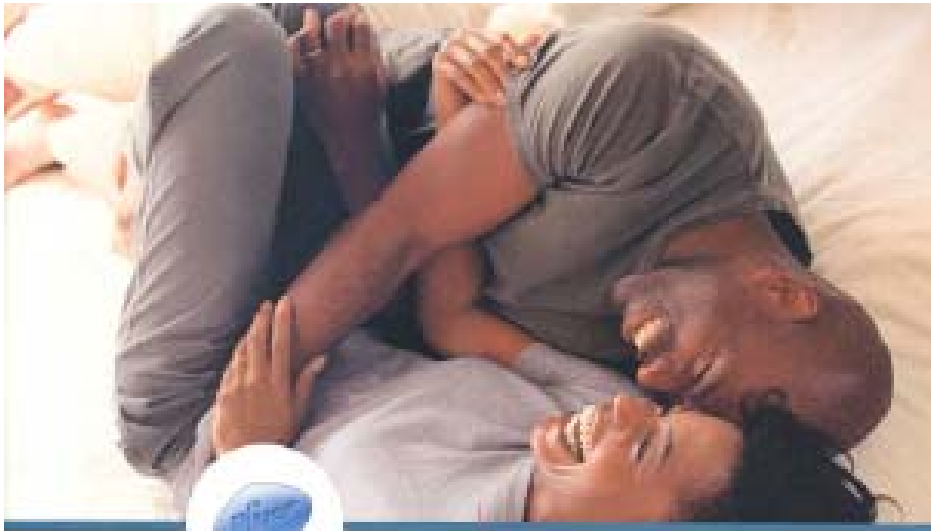
You can help these patients feel better with  
one-a-day FELDENE® (piroxicam)  
for good reason:  
• It's effective — provides relief of the pain and  
inflammation of rheumatoid arthritis and

osteoarthritis\* in millions of patients, in over  
100 countries all around the world.  
• It's efficient — once daily 20 mg dose provides  
round-the-clock relief, improves compliance,  
and remains effective during long-term therapy.

**Feldene** ONE-A-DAY  
(PIROXICAM) 20 mg capsules

Please see FELDENE (piroxicam) label summary on the following page.

Figura 33. Aviso en que se utilizo papel de lija para transmitir los síntomas de este cuadro.



VIAGRA. Because relationships should be built on **trust**.

You can trust the experience of VIAGRA.

And why not? Only VIAGRA has helped improve the sex lives of about 16 million men worldwide. What's more:

- VIAGRA has an excellent safety profile
- The cardiovascular safety of VIAGRA has been proven in studies with thousands of patients
- VIAGRA is covered by most health plans

So talk to him. Have him speak to his doctor. And ask if a free sample is right for him.

**VIAGRA**  
sildenafil citrate tablets

Join the millions.

To learn more, call 1-800-VIAGRA, or visit [www.viagra.com](http://www.viagra.com)

VIAGRA is indicated for the treatment of erectile dysfunction. Remember that no medicine is for everyone. If you are taking drugs, other used to treat chest pain (like nitroglycerin) or angina, don't take VIAGRA. This combination can reduce your blood pressure to dangerous levels or it can be fatal.

Discuss your general health status with your doctor to ensure that you are healthy enough to engage in sexual activity. Pain, numbness, chest pain, nausea, or any other discomfort, dizziness or an erection that lasts longer than 4 hours, and reversible vision loss. The most common side effects of VIAGRA are headache, facial flushing and upset stomach. Less commonly, back pain, muscle aches, or sensitivity to light may occur.

Refer to patient information leaflet for VIAGRA (sildenafil citrate) tablets for additional information.

Figura 34. DAC para Viagra, uno de los productos que logro mayor difusión y genero mayor interés en la población.



Figura 35. Aviso dirigido a médicos para Viagra que presenta mayor enfoque científico pero mantiene la misma línea de diseño que el dirigido a pacientes.

And even better in person.

Over 130 clinical trials can certainly tell you a lot about VIAGRA. And 3 years of real-world experience can tell you even more. It's the only ED treatment that's been prescribed by 400,000 physicians to more than 20 million men worldwide. The number rises and more patients are satisfied with VIAGRA.

Actual satisfaction after several years with VIAGRA	Percentage of men
3 years	95%
4 years	96%

Percentage of men who reported satisfaction with VIAGRA and improvement in erectile function.

Actual satisfaction after several years with VIAGRA. Satisfaction levels with VIAGRA were high (95% and 96%) after 3 and 4 years, respectively. Satisfaction levels were high (95% and 96%) after 3 and 4 years, respectively. Satisfaction levels were high (95% and 96%) after 3 and 4 years, respectively.

The use of VIAGRA and organic nitrates in any form, at any time, is contraindicated.

The most common side effects of VIAGRA were headache (18%), flushing (12%), and dyspepsia (7%). Adverse events, including visual effects (2%), were generally consistent in mild to moderate.

Before taking ED, physicians should consider the risks of losing sexual activity and the risk of serious vascular effects of VIAGRA on blood pressure. Physicians should carefully consider whether patients with underlying cardiovascular disease or other risk factors (VIAGRA could be adversely affected by medication effects, especially if combined with oral activity).

Patients with the following contraindications should avoid taking VIAGRA: hypotension or uncontrolled hypertension, or recent myocardial infarction. VIAGRA should not be used in preproliferative or proliferative retinal disease. Physicians should prescribe VIAGRA with caution.

Make VIAGRA your first-choice ED treatment. After all, there's no substitute for experience.

**VIAGRA**  
(sildenafil citrate)<sub>ADVA</sub>  
PROVEN

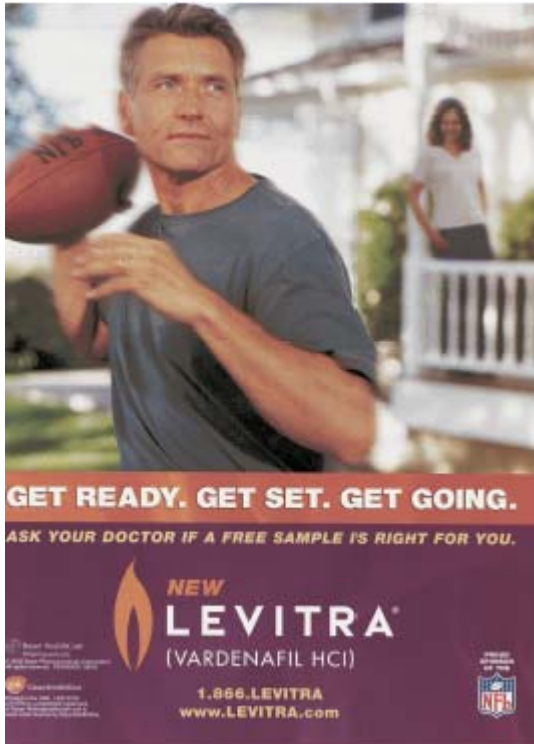


Figura 36. DAC de Levitra que resalta la importancia de consultar al medico.

Figura 37. DAC para Lamisil, que fue considerado favorablemente a nivel creativo, pero rechazado por la FDA por considerarlo engañoso, debido a la presencia de la mascota “Digger”

# They're living deep under your nails.

"TO DIGGER THE DEMONSPRITE"

**Ask your doctor how Lamisil<sup>®</sup> Tablets can help make them leave.**

Do you have thick, discolored or flaky nails? A live fungus, or dermatophytes, may have gotten under them. And these guys are having too much fun — eating, growing, causing an active infection that won't go away on its own. Your doctor can help. Ask about Lamisil Tablets, the #1 prescribed treatment that's proven effective at sending nail fungus packing.

Lamisil Tablets aren't for people with liver or kidney problems. Rarely, serious side effects in the liver or serious skin reactions have occurred, so your doctor may do a simple blood test to check for liver problems. Other side effects including headache, diarrhea, indigestion and rash were generally mild.

Unlike clippers or surface treatments you try on your own, Lamisil Tablets work through the bloodstream to target and attack the infection at its source, deep under the nail.

**Call 1-866-228-5365 or visit lamisil.com/time to get \$10 off your prescription.**

**LAMISIL<sup>®</sup>**  
terbinafine HCl tablet/250mg TABLETS

**Get your nail infection where it grows.**

It takes about 30 to 32 months for new nails to grow in. But you may start to see clean, healthier nails in just 3 months. Results may vary.  
© 2003 Hoechst. © LAM 1308. Please see patient information on adjacent page.



"Hey, pollen, we're doing our thing, but she's not sneezing and sniffing, she's eating!"

"I know, Ragweed. Allegra takes the joy out of being an allergen."

Sometimes it seems your seasonal allergies want to make you miserable in as many ways as they can. That's when you need the multi-symptom relief of Allegra. Allegra is specifically designed to block the histamine that triggers allergic responses like sneezing, itchy eyes and scratchy throat. Which may be one reason it's the number one prescription antihistamine. Allegra is for people 12 and older. Side effects are low and may include headache, cold or back pain. Talk to your doctor about Allegra.

**Allegra. So Much Relief for So Many Symptoms.**

For more information call 1-800-allegra. Join the advice program @ allegra.com. Please see additional important information on next page.

**Aventis** © 2002 Aventis Pharmaceuticals Inc. All rights reserved.

Figura 38. DAC para distintos medicamentos utilizados en cuadros de alergia que un claro appeal cómico.

**Now this dust-pollen-pet dander can ride a bicycle built for three.**

**Does your allergy medicine treat both indoor and outdoor allergies?**

If not, ask your doctor about switching to Zyrtec.

To learn more, visit [www.zyrtec.com](http://www.zyrtec.com) or call 1-800-ZYRTEC-2.

Unlike some allergy medicines, prescription Zyrtec® is approved to treat all your indoor and outdoor allergies. Like grass, Ragweed, Fruit, Mold. And even pet dander.

In fact, no other antihistamine is approved to treat more allergies than Zyrtec. And if you're currently taking Zyrtec, remember to ask your doctor for a refill on your prescription.

The most common side effect was feeling drowsy. Some of the others were feeling tired and dry mouth. Most were mild to moderate.

**ZYRTEC**  
cetirizine HCl  
Lots of allergies. Just one Zyrtec.™  
**(Zur-tsek)**

Please see important information about Zyrtec 5mg and 10mg tablets and 1 mg/mL syrup on the next page.

Figurar 39. Ver comentario Figura 38.

# What if

there was a way to target

a major underlying cause  
of your diabetes?  
Would you ask  
your doctor?

*I did.*

**My doctor gave me Avandia®.**  
Avandia directly targets Insulin Resistance (IR), a major underlying cause of type 2 diabetes for 8 out of 10 people with the disease. Avandia actually helps my body use its own natural insulin (yep, your body normally makes its own insulin) to work the way it's supposed to.

**My blood sugar is under control.**  
I watch what I eat, I keep active, I take my Avandia. I've been able to manage my diabetes going on 3 years now. I feel better—I'm sure glad I asked my doctor. Maybe you should ask yours.

**Important Information:**  
Avandia, along with diet and exercise, helps improve blood sugar control. It may be prescribed alone, with metformin, sulfonylureas, or insulin. When taking Avandia with sulfonylureas or insulin, patients may be at increased risk for low blood sugar. Ask your doctor whether you need to lower your sulfonylurea or insulin dose.  
Some people may experience tiredness, weight gain or swelling with Avandia.  
Avandia may cause fluid retention or swelling which could lead to or worsen heart failure, so you should tell your doctor if you have a history of these conditions. If you experience an unusually rapid increase in weight, swelling or shortness of breath while taking Avandia, talk to your doctor immediately. In combination with insulin Avandia may increase the risk of other heart problems. Ask your doctor about important symptoms and if the combination continues to work for you, Avandia is not for everyone. Avandia is not recommended for patients with severe heart failure or active liver disease.  
Also, blood tests to check for serious liver problems should be conducted before and during therapy. Tell your doctor if you have liver disease, or if you experience unexplained tiredness, stomach problems, dark urine or yellowing of skin while taking Avandia.  
If you are nursing, pregnant or thinking about becoming pregnant, or premenopausal and not ovulating, talk to your doctor before taking Avandia.

**See important patient information on adjacent page.**  
©2003 GlaxoSmithKline

**Avandia Works Differently®**

**Avandia®**  
rosiglitazone maleate

1-800-AVANDIA [www.avandia.com](http://www.avandia.com)

**I am stronger  
than diabetes.®**

© 2003 The GlaxoSmithKline Group of Companies  
All rights reserved. AV031804  
Avandia is a registered trademark of GlaxoSmithKline.

Figura 40. DAC para Arandia en la cual no se mantiene el diseño del aviso dirigido a médicos presentado en la Figura 15.



**Early breast cancer's daily opponent**

In the largest-ever breast cancer treatment study, ARIMIDEX significantly reduced the risk of breast cancer returning compared with Tamoxifen in postmenopausal women with hormone receptor-positive early breast cancer. These results represent a preliminary comparison with Tamoxifen from this ongoing clinical trial. Findings are based on study results from patients taking ARIMIDEX as treatment following surgery with or without radiation for a median of 2½ years. Further follow-up of patients in this study will be required to determine long-term results, including side effects and survival.

**Additional findings**  
Fewer women taking ARIMIDEX had hot flashes, vaginal bleeding, vaginal discharge, blood clots, strokes, and uterine cancer compared with those taking Tamoxifen. However, women taking ARIMIDEX had a higher rate of joint problems and fractures, including spine, hip, and wrist fractures, than women taking Tamoxifen.

**Important safety information**  
Do not take prescription ARIMIDEX if you are pregnant because it may harm your unborn child. You must be postmenopausal to take ARIMIDEX.

The most common side effects seen with ARIMIDEX vs Tamoxifen in the early breast cancer study are hot flashes (35% vs 46%), joint problems (10% vs 24%), weakness (17% vs 16%), mood changes (17% vs 17%), pain (15% vs 14%), nausea and vomiting (11% vs 11%), and sore throat (12% vs 12%).

Talk to your doctor about  
**Once-daily**  
**Arimidex**  
anastrozole 1mg tablets

Arimidex.com/my1  
1-800-341-4334

Figura 41 y 42. DAC para un tratamiento del cáncer de mama demuestra que incluso los temas más difíciles pueden ser abordados desde un aviso publicitario.

# Collier's

THE NATIONAL WEEKLY

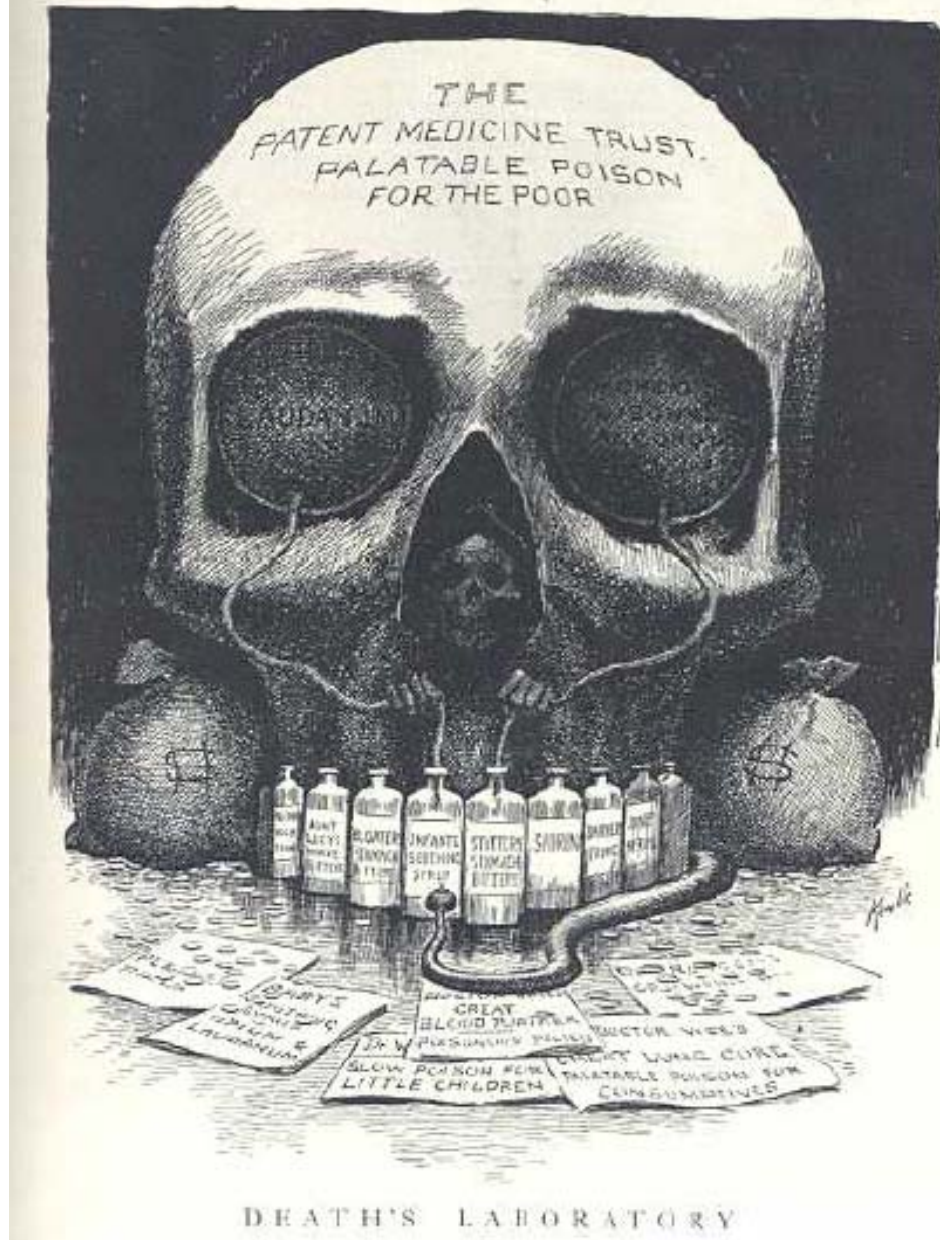


Figura 43. Grafico de inicios de siglo XX, que refleja el descontento hacia la Industria Farmacéutica, su interés a desarrollar patentes y su falta de sensibilidad social.



Figura 44. Aviso publicado en journals médicos para Serenil en 1970..



Figura 45. Aviso correctivo elaborado a pedido de la FDA por considerar haberse difundido información incorrecta (Figura 44). Notese en el encabezado: “*Publicado para corregir un aviso previo, el cual la FDA considero engañoso*”



Figura 46. Aviso de Geniol de 1930, un ejemplo claro de desarrollo de branding en la Argentina.

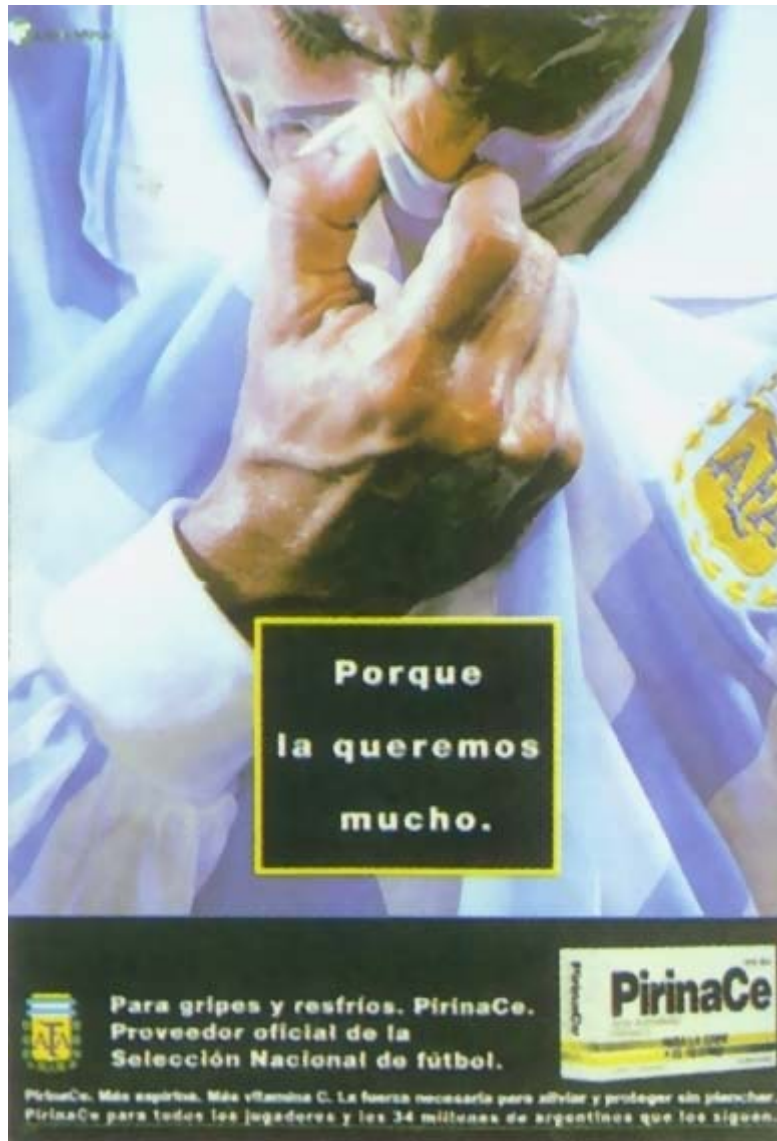


Figura 47. Aviso de PirinaCe difundido en 1997 en la Argentina con un claro llamado al espíritu nacional.

## Important Correction of Information about Pravachol® (pravastatin sodium) tablets

Bristol-Myers Squibb Company, maker of Pravachol, ran ads for Pravachol that the FDA determined were misleading. The statement they determined misleading was "Pravachol is the only cholesterol lowering drug proven to help prevent first and second heart attack and stroke in people with high cholesterol or heart disease." This statement suggested that Pravachol has been proven to help prevent stroke in people without heart disease.

Please note, Pravachol has not been proven to help prevent stroke in people without heart disease. Pravachol is proven to help prevent stroke only in people with coronary heart disease (CHD).

Pravachol is no longer the only cholesterol lowering drug approved to help prevent first and second heart attack. In April 2003, another drug was approved to reduce the risk of heart attacks and stroke in patients with CHD, or without CHD but at high risk of coronary events because of diabetes, peripheral vessel disease, or history of stroke or other cerebrovascular disease.


Pravachol, with diet, when diet and exercise are not enough, is approved to:

- effectively lower cholesterol in people with high cholesterol
- help prevent heart attacks in people with high cholesterol or heart disease
- help prevent stroke in people with heart disease

If your doctor prescribed Pravachol, you should continue to take Pravachol in accordance with his or her directions. If you have any questions about Pravachol, ask your doctor or healthcare professional.

**Important Considerations:** Pravachol, a prescription drug, is not for everyone, including women who are pregnant or nursing or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.

Please see product information following this advertisement.

 Bristol-Myers Squibb Company  
©2004 Bristol-Myers Squibb Company, Princeton, NJ 08543  
03-K0149-U 01-04

 **PRAVACHOL**  
(pravastatin sodium)

Figura 48. Aviso correctivo para Pravachol difundido en febrero 2004, como respuesta a un pedido de la FDA por considerar los avisos previos engañosos respecto a los efectos y al grupo de pacientes que se beneficiarían de esta medicación.