

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

Two Free Books: "CANCER AND ITS CURE" AND "TESTIMONIAL BOOK"

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

The advertisement features a central portrait of a man with a mustache, surrounded by two books titled "My 25 Year Testimonial Book" and "Cancer and Its Cure". The text is arranged in a grid-like fashion, with large bold letters at the top and smaller text below. The overall design is typical of early 20th-century medical advertisements.

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

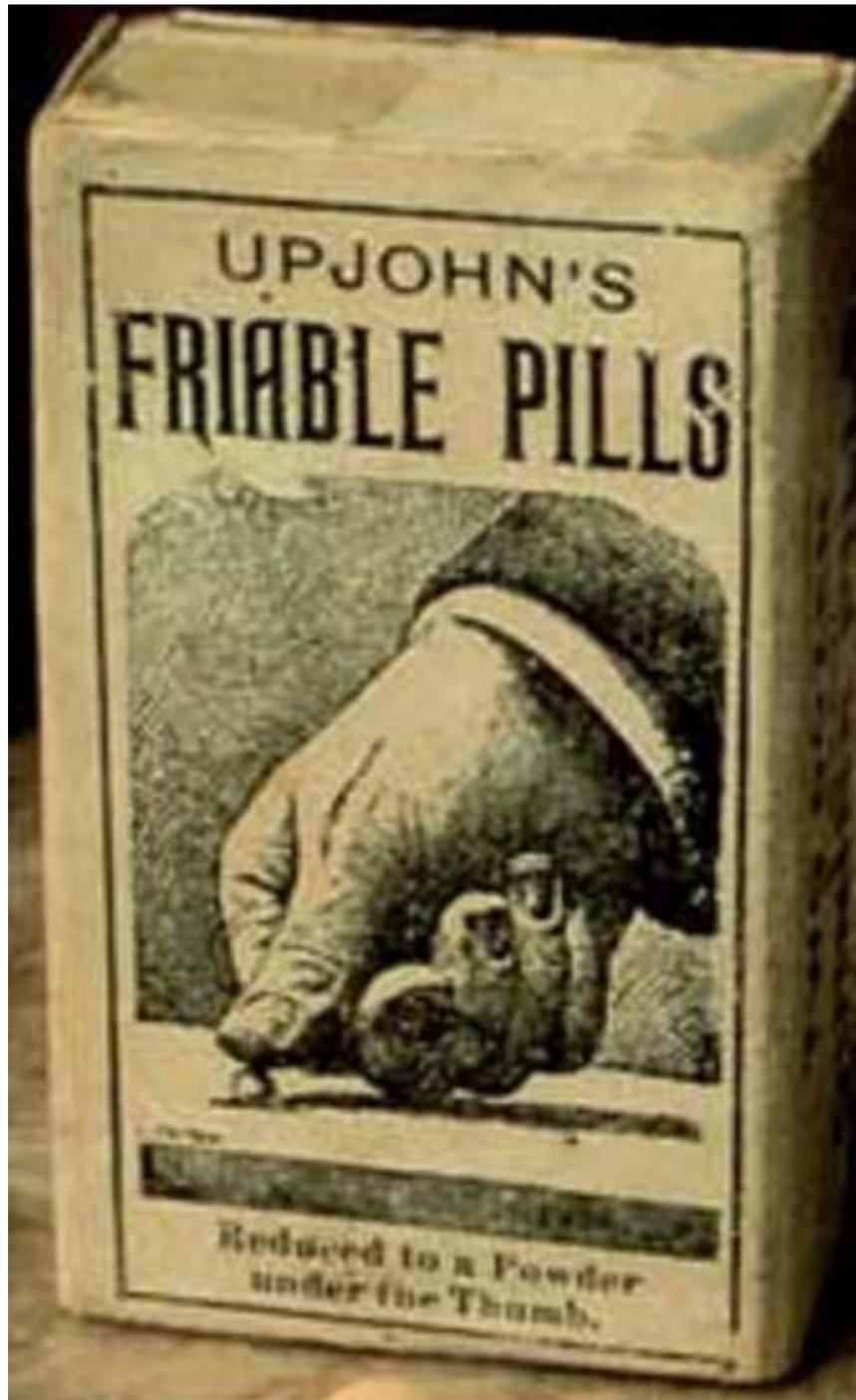


Figura 3. Logo-Publicidad de Upjohn Pill and Granule Co. en que se grafica la fácil disolución de la píldora desarrollada por esta empresa.

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.

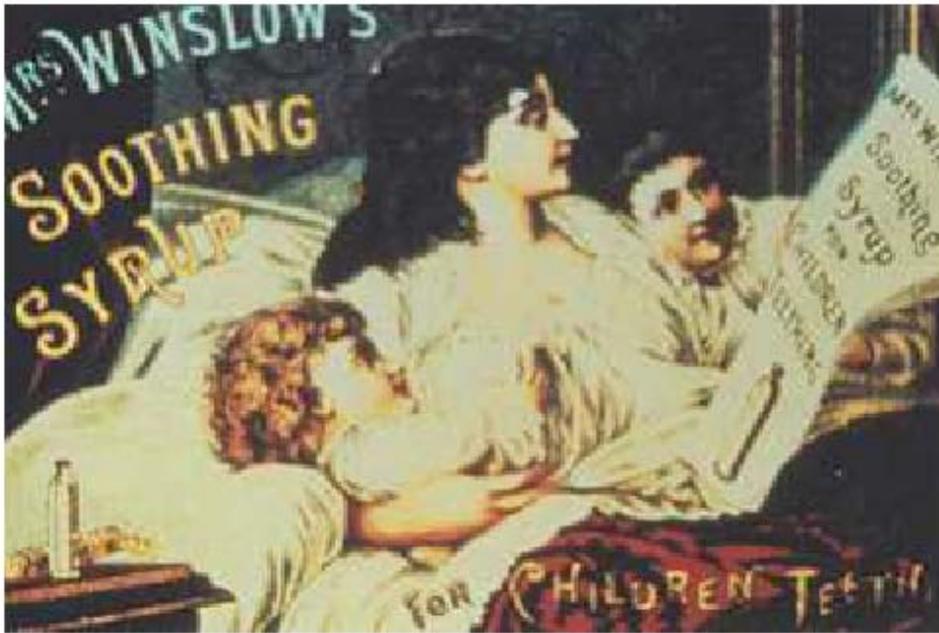


Figura 5. Aviso de un jarabe para la tos que contenía heroína.

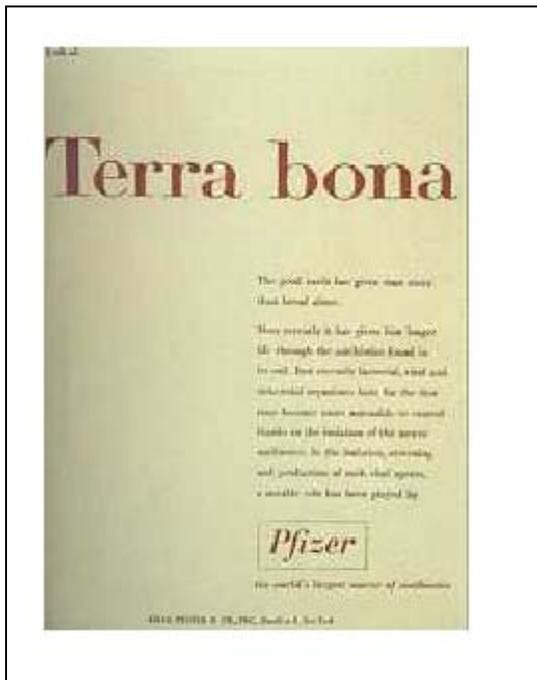


Figura 6. 1er aviso con “teaser”.



Figura 7. Aviso de 1950 con diseño clásico.



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

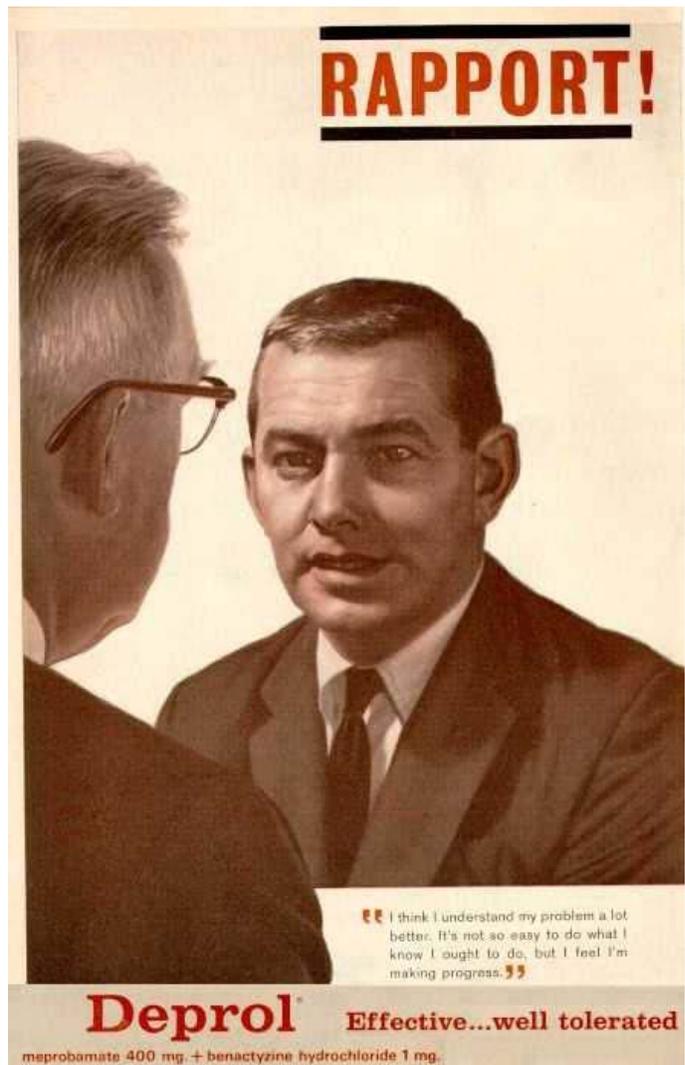


Figura 9ª y Figura 9b.
Reflejo de la relación medico en avisos de la década de 1950.



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

VALIUM
 (brand of diazepam)
 Roche) provides rapid relief in
 the management of anxiety disorders.
 Or short-term relief of anxiety symptoms. It
 is valuable for the relief of symptoms of
 anxiety associated with organic disease
 (e.g., cardiovascular, GI). It is a useful adjunct in
 treating skeletal muscle spasm due to
 local pathology (e.g., inflammation of
 muscles or joints or secondary to
 trauma); and spasm due to upper
 motor neuron disorders (such as
 cerebral palsy and paraplegia). VALIUM
 is a useful adjunct in convulsive disorders.
 Available in three tablet strengths, this versatile
 agent is supported by unsurpassed efficacy
 and continues to be used with confidence
 to its safety profile and a long record of
 clinical success. From anxiety to muscle
 spasm, VALIUM is the right choice for
 rapid and predictable action.
 Please see summary of product
 information on last page of
 advertisement.

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.
 Please see summary of product information on following page.

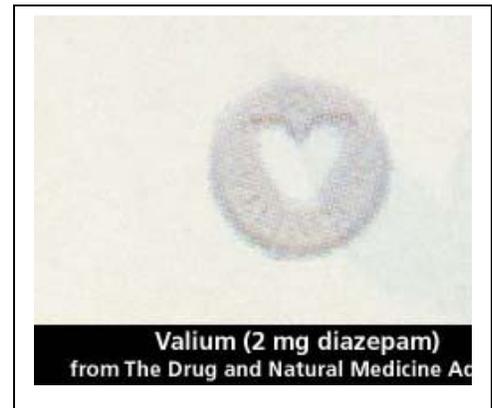


Figura 11. Diseño de la pastilla de Valium que permite su identificación inmediata.



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.

That's 1 pill a day for 28 days of 24-hour relief. And it's available with Prilosec OTC. In fact, the medicine is what you need since the way it's designed to work is different from other heartburn medicines. Right over the counter. So, today the way you deal with heartburn has been completely transformed. Get there. It's quality for a free sample. Visit www.prilosecOTC.com

Use as directed 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

in esomeprazole studies compared with Prilosec® (omeprazole)

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

AstraZeneca

Nexium®
(esomeprazole magnesium)
EXPERIENCE THE POWER

IN TYPE 2 DIABETES, START DRUG THERAPY WITH AVANDIA®

GET TO GOAL WITH DURABLE CONTROL

Avandia®
rosiglitazone maleate

DURABILITY MAKES THE DIFFERENCE

Important clinical considerations

Cardiac considerations: Amongst the anti-diabetic medications, some or in combination with other antidiabetic agents, can cause fluid retention, which may contribute or lead to heart failure. Patients should be alert for signs and symptoms of heart failure. In combination with insulin or insulin secretagogues, who increase the risk of other cardiovascular adverse events. Patients with New York Heart Association (NYHA) Class 3 and 4 cardiac status were not studied during the clinical trials. Avandia is not recommended in these patients.

In clinical trials, an increased incidence of edema, congestive failure and other cardiovascular adverse events were seen with Avandia in combination with insulin, including some patients not known to have prior CHF or pre-existing cardiac conditions. Patients treated with Avandia and insulin should be monitored for cardiovascular adverse events and therapy discontinued in the event of any declaration in cardiac status or worsening of existing cardiac disease should be discontinued if any deterioration in cardiac status occurs during monotherapy or combination therapy.

Hepatic considerations: Liver enzyme monitoring is recommended prior to initiation of Avandia every 2 months for the first 12 months, and periodically thereafter. Avandia should not be initiated in patients with abnormal evidence of active liver disease or ALT >2.5X the upper limit of normal. Patients of baseline and of ongoing enzyme elevations to three or more times the upper limit of normal have been reported in postmarketing surveillance. However, these reports have involved patients with other abnormal test results on a regular basis, but not necessarily related to Avandia.

Other considerations: Hypoglycemia—Patients receiving Avandia in combination with other hypoglycemic agents may be at risk for hypoglycemia and a reduction in the dose of the concomitant agent (particularly insulin) may be necessary. Elderly—Avandia should be used with caution in patients with elderly. Weight gain—Dose-related weight gain was seen with Avandia in combination with other hypoglycemic agents. There have been reports of cases of fluid retention in weight and increase in cases of that generally observed in clinical trials. Diagnostics—Prior to starting monotherapy with the initial insulin regimen, Avandia treatment may result in reevaluation of albumin. These patients may be at risk for pregnancy. Risk, adequate contraception should be recommended.

Please see brief summary of prescribing information on the last page of this advertisement.

Figura 15. Aviso de journal médico con su arte -copy arriba y el prospecto a la derecha.

AVANDIA® (rosiglitazone maleate tablets)

INDICATIONS AND USAGE: Avandia is indicated as an adjunct to diet and exercise to improve glycemic control in patients with Type 2 diabetes mellitus. Avandia is not indicated for use in patients with Type 1 diabetes mellitus, or in patients with diabetic ketoacidosis, or in patients with diabetic coma. Avandia should be used with caution in patients with elderly, hypoglycemia and a reduction in the dose of the concomitant agent (particularly insulin) may be necessary. Elderly—Avandia should be used with caution in patients with elderly. Weight gain—Dose-related weight gain was seen with Avandia in combination with other hypoglycemic agents. There have been reports of cases of fluid retention in weight and increase in cases of that generally observed in clinical trials. Diagnostics—Prior to starting monotherapy with the initial insulin regimen, Avandia treatment may result in reevaluation of albumin. These patients may be at risk for pregnancy. Risk, adequate contraception should be recommended.

CONTRAINDICATIONS: Avandia is contraindicated in patients with active liver disease or ALT >2.5X the upper limit of normal. Patients of baseline and of ongoing enzyme elevations to three or more times the upper limit of normal have been reported in postmarketing surveillance. However, these reports have involved patients with other abnormal test results on a regular basis, but not necessarily related to Avandia.

Warnings: Avandia should be used with caution in patients with elderly, hypoglycemia and a reduction in the dose of the concomitant agent (particularly insulin) may be necessary. Elderly—Avandia should be used with caution in patients with elderly. Weight gain—Dose-related weight gain was seen with Avandia in combination with other hypoglycemic agents. There have been reports of cases of fluid retention in weight and increase in cases of that generally observed in clinical trials. Diagnostics—Prior to starting monotherapy with the initial insulin regimen, Avandia treatment may result in reevaluation of albumin. These patients may be at risk for pregnancy. Risk, adequate contraception should be recommended.

Adverse Reactions: The most common adverse reactions in clinical trials were edema, congestive failure, and other cardiovascular adverse events. In clinical trials, an increased incidence of edema, congestive failure and other cardiovascular adverse events were seen with Avandia in combination with insulin, including some patients not known to have prior CHF or pre-existing cardiac conditions. Patients treated with Avandia and insulin should be monitored for cardiovascular adverse events and therapy discontinued in the event of any declaration in cardiac status or worsening of existing cardiac disease should be discontinued if any deterioration in cardiac status occurs during monotherapy or combination therapy.

Use in Specific Populations: **Pregnancy:** Avandia should be used with caution in pregnant women. **Lactation:** Avandia is not recommended in nursing women. **Geriatrics:** Avandia should be used with caution in elderly patients. **Renal Impairment:** Avandia should be used with caution in patients with renal impairment. **Hepatic Impairment:** Avandia should be used with caution in patients with hepatic impairment.

Drug Interactions: Avandia may interact with other antidiabetic agents, including insulin, sulfonylureas, and thiazolidinediones. Avandia may also interact with other drugs that affect the cardiovascular system, including beta-blockers, calcium channel blockers, and diuretics.

How Supplied: Avandia is available in 4 mg and 8 mg tablets. Each bottle contains 30 tablets.

How to Use: Avandia should be taken orally with or without food, once daily. The recommended starting dose is 4 mg once daily. The maximum recommended dose is 8 mg once daily. Patients should be monitored for adverse effects, including edema, congestive failure, and other cardiovascular adverse events.

Storage and Handling: Avandia should be stored at controlled room temperature (20° to 25°C). It should be protected from light and moisture. The container should be kept tightly closed when not in use.

Other information: Avandia is a trademark of GlaxoSmithKline. Avandia is not for sale in the United States.

References: 1. Avandia (rosiglitazone maleate) Tablets, 4 mg and 8 mg. GlaxoSmithKline, 2005. 2. Avandia (rosiglitazone maleate) Tablets, 4 mg and 8 mg. GlaxoSmithKline, 2005. 3. Avandia (rosiglitazone maleate) Tablets, 4 mg and 8 mg. GlaxoSmithKline, 2005.

Additional information: Avandia is not for sale in the United States. Avandia is a trademark of GlaxoSmithKline. Avandia is not for sale in the United States.

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 or visit The American Heart Association at www.circulationaha.org.

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

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

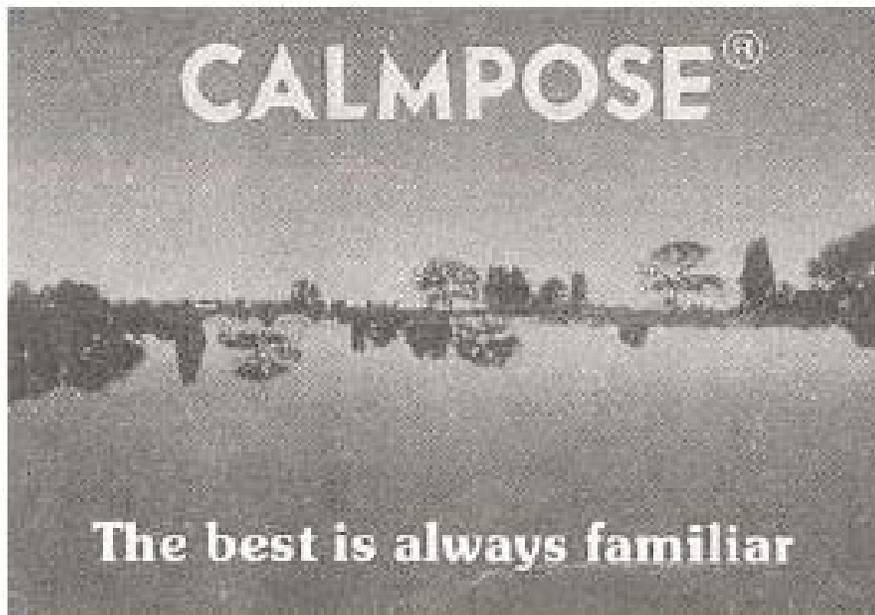


Figura 17. “Lo mejor siempre es conocido”, resalta la trayectoria del producto como una fortaleza.

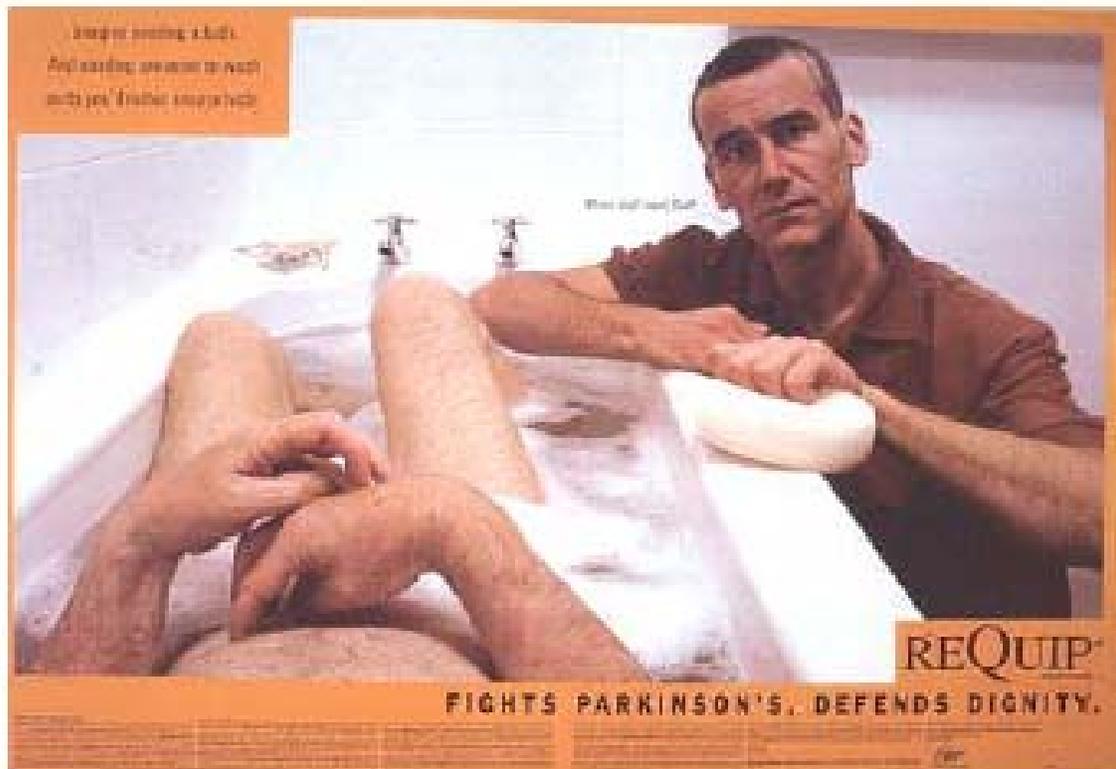


Figura 18. Publicidad DAC de tratamiento para el Parkinson que pone al espectador en el lugar del paciente.



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, lividly with the situation which produced such anxiety.

'SUAVITIL' offers fundamentally new way of the sedation currently used in the field. 'SUAVITIL' has been reported to be, among others, the only agent without a significant effect of depression.

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

What it is

'SUAVITIL' (meprobamate hydrochloride) is a centrally acting psychotropic agent with sedative and anxiolytic effects. It is indicated by its mechanism by restoring the normality of nerve impulses through inhibition.

'SUAVITIL' has been described in an abstract, unclassified, "new synthesis". It has been reported to be in English and Dutch, and a similar report has effectively reported on anxiety and depression in a variety of the psychoneurotic states. A patient's reaction has been described by patients in the following way: "I forgot", "It is 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, but does not reduce the quality of waking activity or produce a hypnotic or narcotic effect of progression to pathological states.

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, liver is affected most, within 20 to 30 minutes.

Figura 21. Aviso de claro perfil tradicional.

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 if you have or had a seizure or eating disorder. Don't use 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 severe. To reduce the risk of serious side effects, ask your doctor if you have low or falling blood pressure. 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 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, life can feel different 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. Please see brief summary of complete prescribing information on the following page.**

PAXIL CR
PARoxetine HCl
CONTROLLED-RELEASE TABLETS

Your life is waiting!

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Figura 25.

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 or call 1-800-MERCK-75.

INFORMATION ABOUT THE HEART PROTECTION STUDY AND ZOCOR

ZOCOR (SIMVASTATIN)

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. It's your future. Be there.

MERCK
 1000 BUCKLEYS, NJ 07003-0001
 1-800-368-7000

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.

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 or call 1-800-MERCK-75.

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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.

MERCK
 1000 BUCKLEYS, NJ 07003-0001
 1-800-368-7000

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 to increase the number of HDL particles 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 on the clinical course of disease has not been determined. Tell your doctor if you are taking any other drugs, especially those that may increase the risk of myopathy or rhabdomyolysis.

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 elevated 3 times the upper limit of normal. The effect of LIPITOR on laboratory tests and on the clinical course of disease has not been determined.

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.

©2004 Abbott Laboratories. All rights reserved. See package insert for complete prescribing information. 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

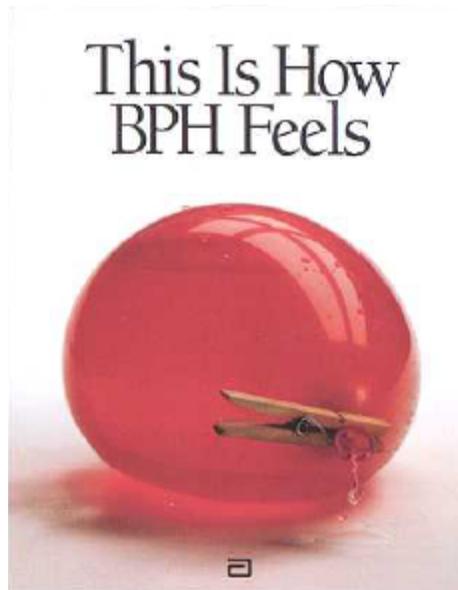
Important information:
LIPITOR® (atorvastatin calcium) is a prescription drug used with diet to lower cholesterol. LIPITOR is not for everyone, including those with liver disease or possible liver problems, women who are pregnant, pregnant, or may become pregnant. LIPITOR has not been shown to prevent 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 decrease in urinary symptoms.
- In a study, 90% of men with symptoms of BPH who took Hytrin for 12 weeks.

Hytrin Rapidly Relieves Symptoms of BPH

From a Wide Range of Symptoms

- Hytrin specifically relieves:
 - Frequent urination and the need to urinate frequently.
 - Weak or interrupted urine flow.
 - Inability to empty the bladder completely.

Hytrin (Terazosin HCl) is a prescription medicine used to treat symptoms of BPH.

HYTRIN
TERAZOSIN HCl

Hytrin (Terazosin HCl) is a prescription medicine used to treat symptoms of BPH.

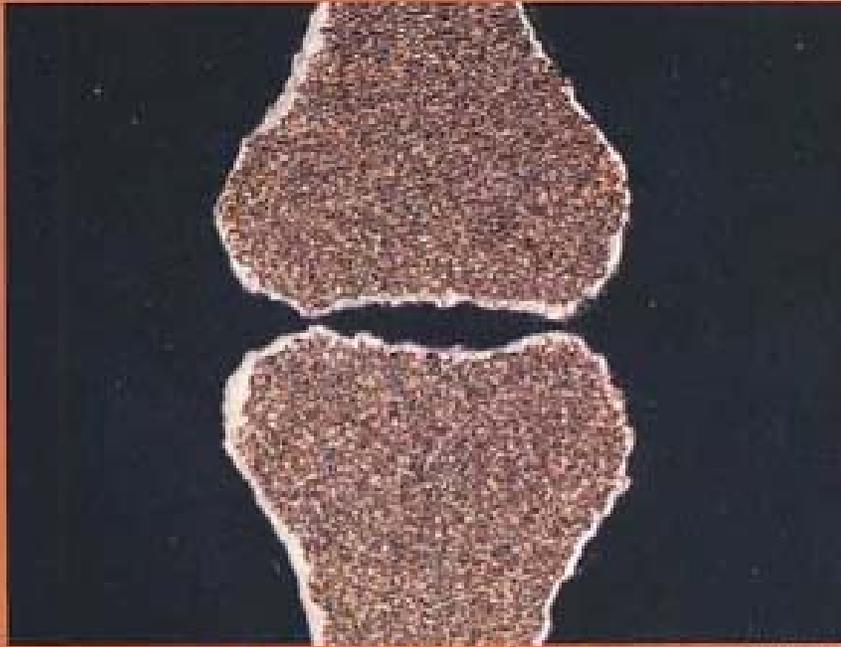
Figura 30. Ejemplo de branding emocional para Hytrin, en la Hiperplasia Benigna de Próstata. El arte llega a hacer al copy casi prescindible.



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.

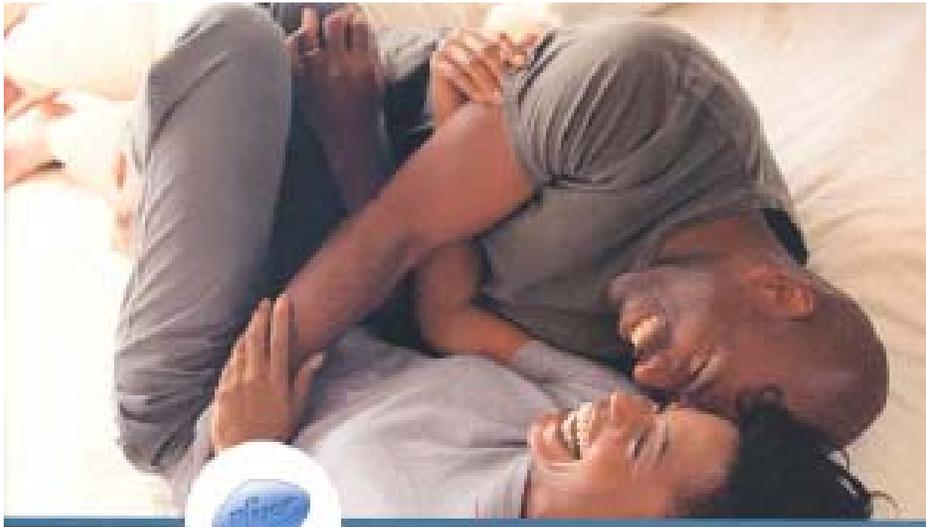
You can help these patients feel better with
one-a-day FELDENE® (piroxicam)
for good reason:
• It's effective — provides relief of the pain and
inflammation of rheumatoid arthritis and

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

Read and follow the patient information leaflet carefully 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

VIAGRA is indicated for the treatment of erectile dysfunction. Remember that no medicine is for everyone. If you are taking drugs, especially those that affect your liver, kidney or blood vessel function, take VIAGRA. This combination may cause you to feel dizzy or lightheaded or to have a headache.

Discuss your general health status with your doctor to ensure that you are healthy enough to engage in sexual activity. Tell your doctor about pain, nausea, or any other disorders, such as 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.

There are risks and warnings of side effects for VIAGRA. Call us at 1-800-VIAGRA for a complete list of side effects.

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	3 years	95%
4 years	96%	

Representative of a distribution

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

The most common side effects of VIAGRA were headache (15%), flushing (12%), and dyspepsia (7%). Adverse events, including visual effects (2%), were generally transient and mild to moderate.

Before taking ED treatments, please 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 risks should use VIAGRA, should be advised, affected by medication effects, especially if combined with oral activity.

Patients with the following characteristics have not been included in preapproval clinical trials or other studies, physicians should prescribe VIAGRA with caution:

VIAGRA
(sildenafil citrate)_{oasis}
PROVEN

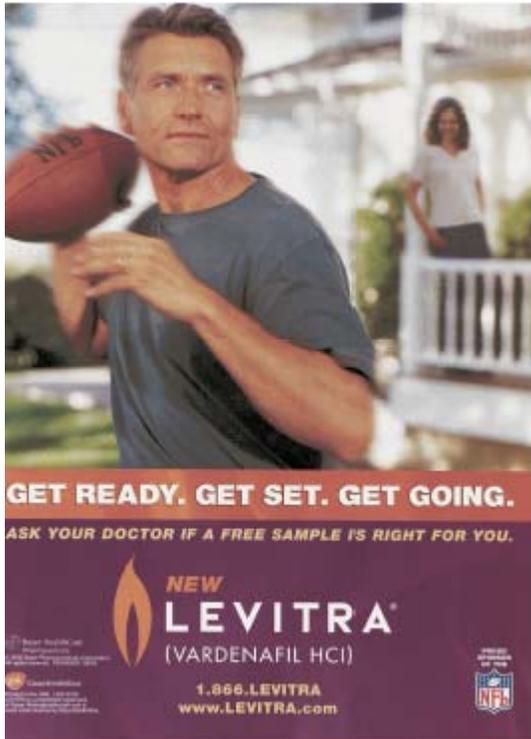


Figura 36. DAC de Levitra que resalta la importancia de consultar al medico.

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 BRING THE DEMONSTRATE"

Ask your doctor how Lamisil® 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
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 accompanying.

"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.

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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 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®

<p>Insulin Resistance is when your body's cells don't always listen to insulin telling them to let sugar in. This can lead to type 2 diabetes.</p>	<p>Avandia helps the cells to pay attention to your own natural insulin, so more sugar gets into the cells the way it's supposed to.</p>
---	--

Avandia®
rosiglitazone maleate

1-800-AVANDIA 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/myt
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

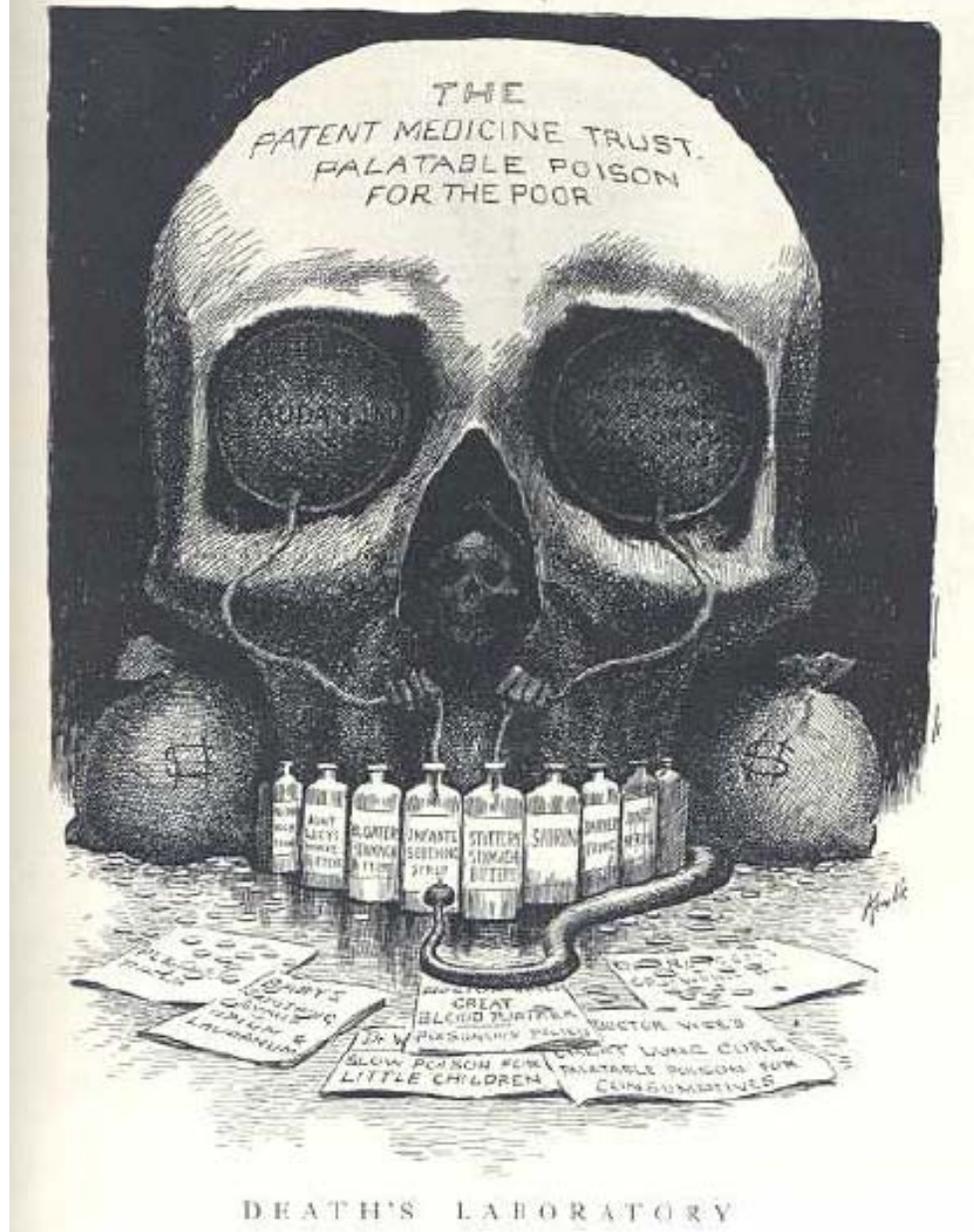


Figura 43. Grafico de inicios de siglo XX, que refleja el descontento hacia la Industria Farmacéutica, su interés a desarrollar patentes y su falta de sensibilidad social.

**For the anxiety
that comes from
not fitting in**

The new comer in town who can't make friends. The organization man who can't adjust to shared stress within his company. The woman who can't get along with her new daughter-in-law. The executive who can't accept retirement.

These common adjustment problems of our society are frequently intolerable for the distressed personality, who often responds with excessive anxiety.

Serenfil is suggested for this type of patient, not simply because its tranquilizing action can ease anxiety and tension, but because it benefits personality disorders in general. And because it has no known habit-forming.

Serenfil
(mesoridazine)

See next page for prescribing information.

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

PUBLISHED TO CORRECT A PREVIOUS ADVERTISEMENT WHICH THE FOOD AND DRUG ADMINISTRATION CONSIDERED MISLEADING

Serenfil
(mesoridazine)

TABLETS (10 mg., 20 mg., 50 mg., and 100 mg.)
ORODISABLES (AS THE TABLET)

The Food and Drug Administration has suggested that you bring to your attention a recent journal advertisement for Serenfil (mesoridazine) which featured the headline "For the anxiety that comes from not fitting in."

The FDA considers the advertisement misleading in several respects. For example:

The FDA notes that the promotional claims of the advertisement claim that Serenfil (mesoridazine) is superior to other tranquilizing agents in the treatment of anxiety disorders. The fact is that Serenfil, a phenothiazine drug, is limited in its use to certain disease states (see opposite page for indications) in which the risk of phenothiazine therapy is justified in the opinion of the physician.

We have furnished this information to you for your information.

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.

**Porque
la queremos
mucho.**

**Para gripes y resfríos. PirinaCe.
Proveedor oficial de la
Selección Nacional de fútbol.**

PirinaCe
MÁS VITAMINA C

PirinaCe. Más espíritu. Más vitamina C. La fuerza necesaria para sufrir y proteger sin planchar.
PirinaCe para todos los jugadores y los 34 millones de argentinos que los siguen.

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.