

SEXUAL COACHES AND SIRENS: USING WOMEN TO PROMOTE SEXUOPHARMACEUTICALS FOR MEN



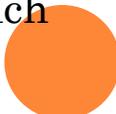
Gurevich, M., Leedham, U., Brown-Bowers, A.,
Cormier, N., & Mercer, Z.

EARLY SEXUOPHARMACEUTICAL ACTIVISM

- Viagra's approval (1998) → robust spike in critiques of Pfizer's “strategic use of selected science and statistics and a masterful use of imagery” (Tiefer, 2007, p. 549) to expand sexuopharmaceutical consumer base
- Feminist scholarship (e.g., Fishman & Mamo, 2002; Loe, 2004; Mamo & Fishman, 2001; Tiefer, 2000; 2006; Vares & Braun 2006)
- Media & marketing analyses (e.g., Baglia, 2005; Newman, 2006)
- Medicalization of sexuality critics (e.g., Bass, 2001; Lexchin, 2006; Moynihan, Heath & Henry, 2002)
- Key critiques:
 - Viagra for dysfunction → Viagra for sexual revitalization
 - targeting increasingly younger consumers
 - emphasising athleticism & masculine control



SEXUOPHARMACEUTICALS NOW (~30 YRS)

- 4 new drugs: Cialis, Levitra, STAXYN (2011) & Stendra (2012)
 - STAXYN targets men 30 yr olds → treatment of sporadic erectile difficulties (STRESS) – labelled as ED (absent organic cause)
 - Younger consumers promised: easy dosing, longer drug duration, spontaneity, alcohol mix, & affordability (Gurevich et al., 2016a)
 - Recreational SEM use by younger men (no ED diagnosis):
 - MSW (e.g., Bechara et al., 2010; Harte & Meston, 2012)
 - MSM (e.g., Pantalone et al. 2008; Prestage et al., 2014)
 - MSM: framed as excessive, risky sexual dissidents (Wentzell, 2011)
 - MSW: framed as healthy relationship enhancing partners (Gurevich et al., 2016b)
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WOMEN AS MARKETING CONDUITS

- Women's role indispensable in coaching & seducing (hetero)users
- Purported recipients of production line of pleasure, while...Penile performance stands in for sexual satisfaction
- Current sexuopharmaceutical promotion targets:
- (Youthful) aspirational neoliberal subjects... striving towards sexual reinvigoration via SEM (alongside other material) consumption & sexual self-regulation (Gurevich et al., 2016a)



SEXUOPHARMACEUTICALS AS RESPONSIBLE SEXUAL CITIZENSHIP

- Technologized sexuality in later age == agentic & responsible sexual citizenship (Marshall & Katz, 2003)
- Successful commodification of sexual dysfunction relies on....
- “convergence of consumer society and professional [medical] expertise” to activate a “consumer ethics associated with choice, risk management and self-care built into new identities around the aging body” (Katz & Marshall, 2003, p. 3)



ONLINE SEXUOPHARMACEUTICAL PROMOTION

- 4 major SEM online sites analysed (May to October 2015):
 - Pfizer US (<https://www.viagra.com/>)
 - Pfizer Canada (<http://www.viagra.ca>)
 - Bayer Healthcare/GlaxoSmithKline (<http://www.staxyn.com/index.html>)
 - Eli Lilly US (www.cialis.com)
 - VIVUS Inc. (<https://www.stendra.com/>)
- Online analyses track popular representations & their circulation in social imaginary (Ross, 2005)



SEXUOPHARMACEUTICALS AS (ELITE) NEOLIBERAL CHOICES

- SEM consumption as achieving:
- elite status & exclusive pleasures
- masculine authenticity & choice
- progressive relationships & contemporary urban, fast-paced life
- Prepared & (spontaneous) romantic sexuality (Gurevich et al., 2016a)

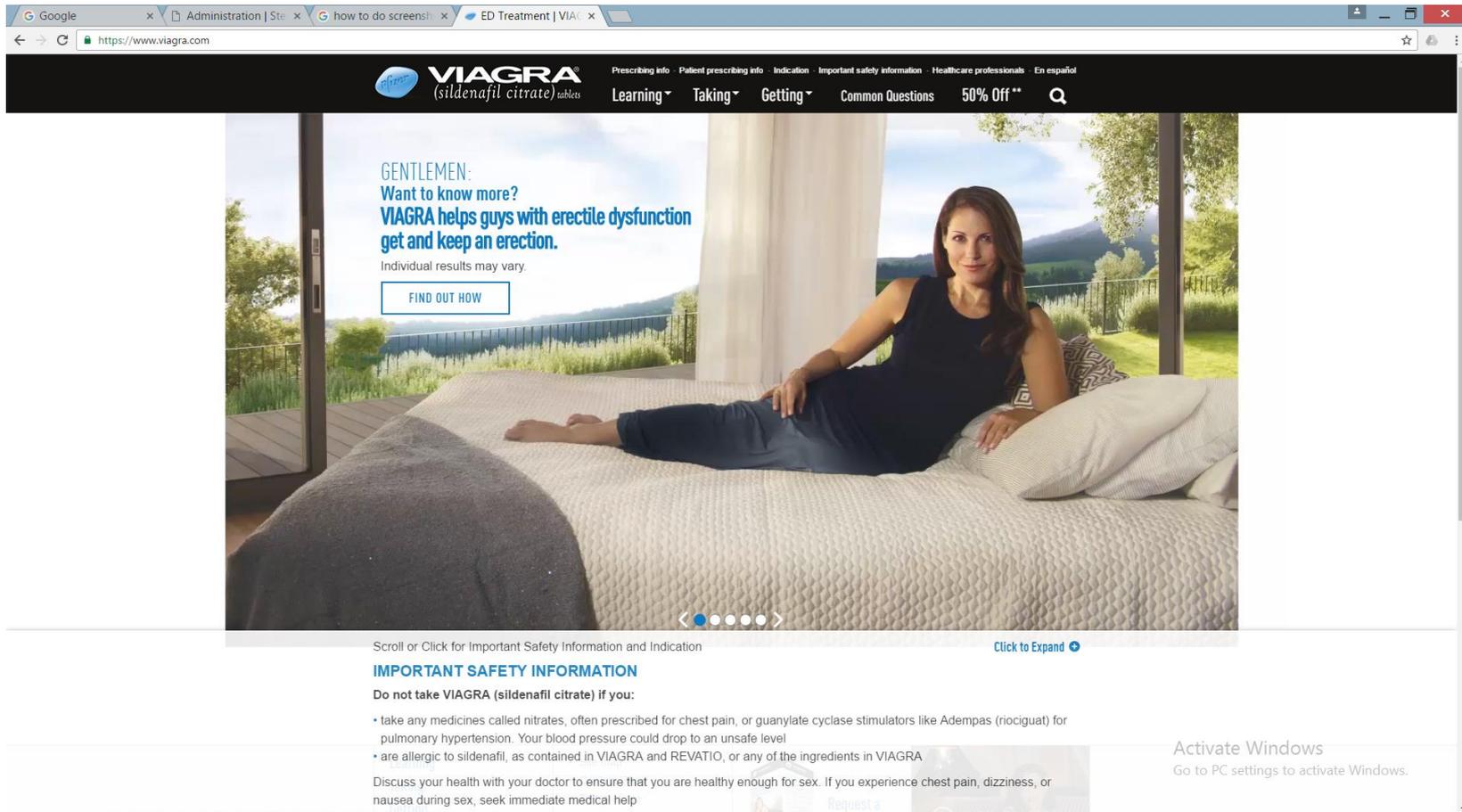


PZIFER US – (YOUTHFUL) GENTLEMAN OF LEISURE

- Promotes EXCLUSIVE pleasures as aspirational possibilities
- SES privilege → pristine, sprawling homes & luxurious vacations; target affluent, educated reader (e.g. *Popular Science*, *Golf Digest*)
- Viagra consumer (partner) apply equally ENTREPRENEURIAL approach to building financial stability & sexuo-relational health (Harvey & Gill 2011a, 2011b)
- Consumer inculcated into constant self-surveillance (Foucault, 1988), monitoring body for signs requiring Viagra's remediation to accomplish 'innate' masculinity: 'You only take it when you need it'



SIREN CALL: BECKONING TO EXPLORE SEXUALITY & MASCULINITY SCAFFOLDING (VIAGRA)



The screenshot shows the Viagra website with a navigation bar at the top containing links for 'Prescribing info', 'Patient prescribing info', 'Indication', 'Important safety information', 'Healthcare professionals', and 'En español'. Below the navigation bar is a large banner image of a woman in a black dress sitting on a bed in a room with large windows overlooking a scenic landscape. Text on the banner reads: 'GENTLEMEN: Want to know more? VIAGRA helps guys with erectile dysfunction get and keep an erection. Individual results may vary.' Below this text is a 'FIND OUT HOW' button. At the bottom of the banner, there is a 'Click to Expand' link and a 'Scroll or Click for Important Safety Information and Indication' link. Below the banner, the 'IMPORTANT SAFETY INFORMATION' section is visible, starting with 'Do not take VIAGRA (sildenafil citrate) if you:' followed by a list of contraindications: 'take any medicines called nitrates, often prescribed for chest pain, or guanylate cyclase stimulators like Adempas (riociguat) for pulmonary hypertension. Your blood pressure could drop to an unsafe level' and 'are allergic to sildenafil, as contained in VIAGRA and REVATIO, or any of the ingredients in VIAGRA'. A final line of text states: 'Discuss your health with your doctor to ensure that you are healthy enough for sex. If you experience chest pain, dizziness, or nausea during sex, seek immediate medical help.'

- hails consumer w/ genteel address – ‘GENTLEMEN’ – direct communication w/ confident female sexual partner → sex w/ man performing proficient masculinity via perfect penetrative control
- private exchange: distinguished consumer & generic sexually desirous woman

SEDUCTIVELY ATTENTIVE/SLIGHTLY DETACHED POSES ALLUDE TO ANOTHER VIP 'GENTLEMEN'S CLUB'

Google Administration | Ste x how to do screensh x ED Treatment | VIA x

https://www.viagra.com

VIAGRA
(sildenafil citrate) tablets

Prescribing info Patient prescribing info Indication Important safety information Healthcare professionals En español

Learning Taking Getting Common Questions 50% Off ** Q

GENTLEMEN:
It's more common than you may think.
About half of men over 40 have some degree of erectile dysfunction.*

YOU'RE NOT ALONE

*Data taken from the Massachusetts Male Aging Study. Of 1,290 respondents, 52% stated that they had some degree of ED.

Scroll or Click for Important Safety Information and Indication [Click to Expand](#)

IMPORTANT SAFETY INFORMATION

Do not take VIAGRA (sildenafil citrate) if you:

- take any medicines called nitrates, often prescribed for chest pain, or guanylate cyclase stimulators like Adempas (riociguat) for pulmonary hypertension. Your blood pressure could drop to an unsafe level
- are allergic to sildenafil, as contained in VIAGRA and REVATIO, or any of the ingredients in VIAGRA

Discuss your health with your doctor to ensure that you are healthy enough for sex. If you experience chest pain, dizziness, or nausea during sex, seek immediate medical help.

Request a

Activate Windows
Go to PC settings to activate Windows.

PROMISES SEXUAL PROFICIENCY W/ SEXY SIRENS: MAXIMUM DISCRETION/ACCOMMODATION

The screenshot shows the Viagra website interface. At the top, there is a navigation bar with the Viagra logo and several menu items: "Prescribing info", "Patient prescribing info", "Indication", "Important safety information", "Healthcare professionals", and "En español". Below the logo, there are links for "Learning", "Taking", "Getting", "Common Questions", and "50% Off **". A search icon is also present.

The main content area features a large image of a woman lying on a bed, looking at the camera. To the left of the image, there is text that reads: "GENTLEMEN: Fill your prescription online. Here's a convenient way to have VIAGRA delivered straight to your door." Below this text is a button that says "GET STARTED TODAY".

Below the main image, there is a section titled "IMPORTANT SAFETY INFORMATION". The text reads: "Do not take VIAGRA (sildenafil citrate) if you:" followed by a list of contraindications:

- take any medicines called nitrates, often prescribed for chest pain, or guanylate cyclase stimulators like Adempas (riociguat) for pulmonary hypertension. Your blood pressure could drop to an unsafe level
- are allergic to sildenafil, as contained in VIAGRA and REVATIO, or any of the ingredients in VIAGRA

Below the list, there is a paragraph: "Discuss your health with your doctor to ensure that you are healthy enough for sex. If you experience chest pain, dizziness, or nausea during sex, seek immediate medical help".

At the bottom right of the screenshot, there is a watermark that says "Activate Windows Go to PC settings to activate Windows."

OCCASIONAL USE OPTION: REASSURANCE OF NATURAL PHALLIC (MASCULINE) CONSTANCY

The screenshot shows a web browser window with the URL <https://www.viagra.com>. The page features the Viagra logo and navigation links: Prescribing info, Patient prescribing info, Indication, Important safety information, Healthcare professionals, En español, Learning, Taking, Getting, Common Questions, and 50% Off**. A main banner reads: "Another way to take it with you when you need it. VIAGRA Single Packs are available." Below this is a "CHECK IT OUT" button and text stating "VIAGRA Single Packs are available in 50 mg and 100 mg." An image of a Viagra Single Pack (50 mg) is shown. At the bottom, there is a section for "IMPORTANT SAFETY INFORMATION" with a "Click to Expand" button. The safety information includes a warning not to take Viagra if you are on nitrates or guanylate cyclase stimulators, are allergic to sildenafil, or have certain health conditions. A "Request a" button is partially visible at the bottom.

Google Administration | Site how to do screens ED Treatment | VIAGRA

https://www.viagra.com

VIAGRA
(sildenafil citrate) tablets

Prescribing info Patient prescribing info Indication Important safety information Healthcare professionals En español

Learning Taking Getting Common Questions 50% Off**

Another way to take it with you when you need it.
VIAGRA Single Packs are available.

[CHECK IT OUT](#)

VIAGRA Single Packs are available in 50 mg and 100 mg.

Viagra (sildenafil citrate) 50 mg tablets

IMPORTANT SAFETY INFORMATION

Do not take VIAGRA (sildenafil citrate) if you:

- take any medicines called nitrates, often prescribed for chest pain, or guanylate cyclase stimulators like Adempas (riociguat) for pulmonary hypertension. Your blood pressure could drop to an unsafe level
- are allergic to sildenafil, as contained in VIAGRA and REVATIO, or any of the ingredients in VIAGRA

Discuss your health with your doctor to ensure that you are healthy enough for sex. If you experience chest pain, dizziness, or nausea during sex, seek immediate medical help

Click to Expand

Request a

Activate Windows
Go to PC settings to activate Windows.

STENDRA – PREPARED (VORACIOUS) PARTNER

- men's perpetual sexual PREPAREDNESS & PROFICIENCY rhetoric (Rogers, 2005) + aspirational language of romantic encounters & re-kindled coupled sexual excitement (Harvey & Gill 2011a, 2011b)
- discourse of COMPULSORY, gendered sexuo-relational management →
- intimacy “spiced up” through tireless work and [differential skill] acquisition in order to avoid slipping into’ sexual stagnancy (Harvey & Gill 2011a, 61)
- HE: tasked w/ CONTROLLED sexual perf thru erectile efficiency
- SHE: obligingly RESPONSIVE to pharmaceutically-(re)enabled sexual readiness of take-charge partners (Potts, 2002)
- Self-surveillance, practiced spontaneity, & active, leisure lifestyle: Stendra's last-minute dosing flexibility, non-interaction w/ moderate alcohol use

'THIS TIME HE WAS READY BEFORE DATE NIGHT STARTED'

Google | Vivus - Welcome | Stendra HCP | how to do screensh... | www.stendra.com/hcp/

FDA-APPROVED
STENDRA
(avanafil) tablets

FOR MEN WITH ERECTILE DYSFUNCTION

Prescribing Information | Important Safety Information | For Patients
For US residents only

ABOUT ED | EFFICACY | DOSING | SAFETY | PK DATA | RESOURCES

THIS TIME HE WAS READY
BEFORE DATE NIGHT STARTED

STENDRA is the first and only
FDA-approved PDE5* that
can be taken as early as
~15 MINUTES
before sexual activity¹⁻⁵

STENDRA SAVINGS | REQUEST A REP

*Phosphodiesterase type 5 inhibitor.
†STENDRA 100 and 200 mg dosage strengths.

INDICATION

STENDRA is a phosphodiesterase 5 (PDE5) inhibitor indicated for the treatment of erectile dysfunction.

IMPORTANT SAFETY INFORMATION ABOUT STENDRA

- Administration of STENDRA with any form of organic nitrates, either regularly and/or intermittently, is contraindicated. STENDRA has been shown to potentiate the hypotensive effects of nitrates.
- STENDRA is contraindicated in patients with a known hypersensitivity to any component of the tablet.
- Do not use STENDRA in patients who are using a Guanylate Cyclase (GC) stimulator, such as riociguat. PDE 5 inhibitors, including STENDRA may potentiate the hypotensive effects of GC stimulators.

Activate Windows
Go to PC settings to activate Windows.

STENDRA – PREPARED (VORACIOUS) PARTNER

- His drive kicks in ‘before dessert’
- She happily fields his renewed interest from atop granite island ‘before the table [is] cleared’
- Couples engaged in relationship-enhancing activities – nights in hotel rooms, games of pool – his urge strikes ‘before room service [arrives]’ or ‘before the game [is] over’
- Imagery → long-term coupledness, consumerist aspirations & amenities, while recapitulating sexual expert advice about maximising sexual potential (Gupta & Cacchione, 2013)



OCCASIONAL USE PROPS UP PHALLIC CONSTANCY/ CONSUMER CHOICES

The screenshot shows a web browser window with the URL www.stendra.com/hcp/administration/. The page features a red header with the Stendra logo and navigation links. The main content area highlights the product as an on-demand therapy option that can be taken as early as 15 minutes before sexual activity.

FDA-APPROVED
STENDRA
(avanafil) tablets

FOR MEN WITH ERECTILE DYSFUNCTION

[ABOUT ED](#) | [EFFICACY](#) | [DOSING](#) | [SAFETY](#) | [PK DATA](#) | [RESOURCES](#)

**ON-DEMAND THERAPY OPTION
WITH STENDRA[®]
(AVANAFIL) TABLETS**

The **first and only** FDA-approved PDE5* that can be taken as early as **~15 minutes** before sexual activity^{1-5†}

[STENDRA SAVINGS](#) | [REQUEST A REP](#)

*Phosphodiesterase type 5 inhibitor.
†STENDRA 100 and 200 mg dosage strengths.

INDICATION

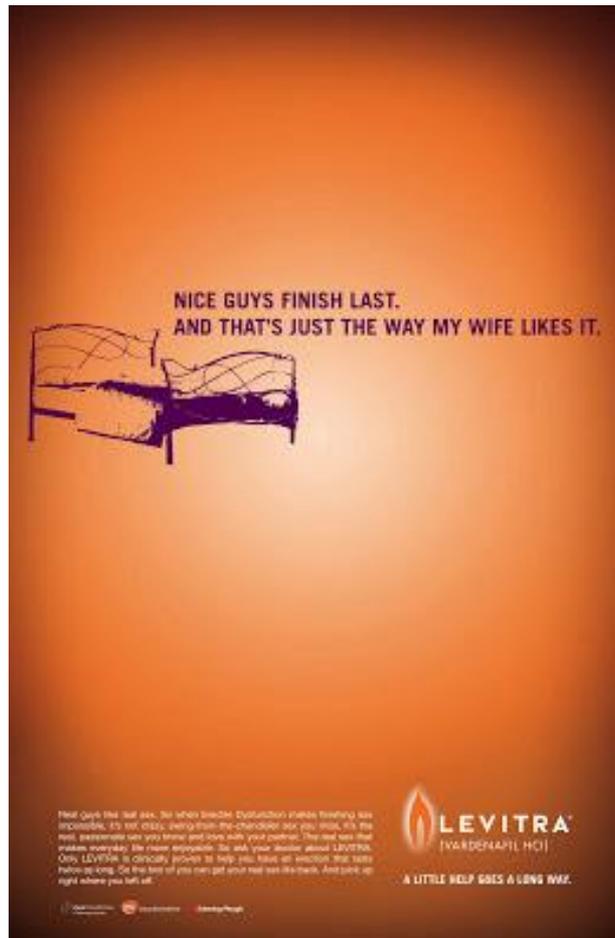
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IT'S ALL ABOUT HER PLEASURE...AND HIS PROWESS



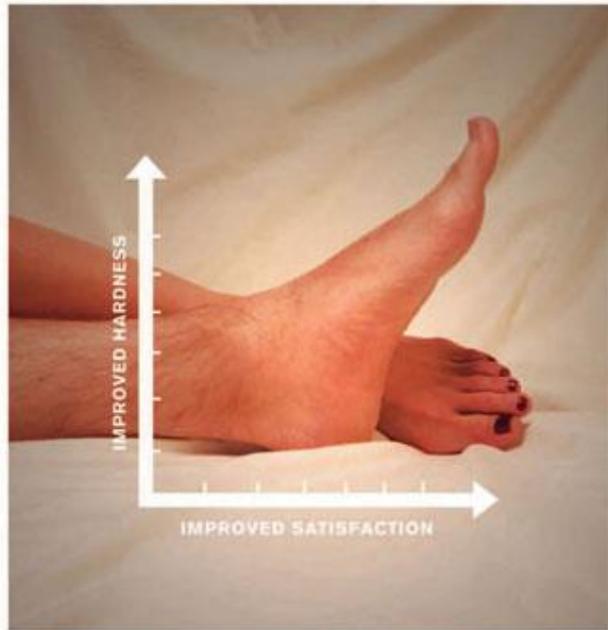
‘Nice guys finish last.
And that’s just the way my wife likes it.’

‘A little help goes a long way.’

- No pretense of treatment
- Ensuring female (orgasmic) pleasure
- His orgasmic deferral
- Levitra user = considerate/kind lover



HIS PHALLIC POWER = HER SATISFACTION



No other oral ED therapy has been shown to provide harder erections. That's powerful performance for what matters most.

VIAGRA
(sildenafil citrate) pills
POWERFUL PERFORMANCE
WHEN YOU WANT IT

‘Hard data’

- Science of sex
- Evidence
- Health/norms

‘Powerful performance when you want it’

- Performance indicators
- Evaluations
- Sex as work
- M as ‘sexperts’ (Potts, 2002)

- Maximal ‘sexual mode of production’ achieved....
- Her sexual satisfaction depends on his phallic power (vice versa)
- Perfect erection = perfect satisfaction
- G-spot allusions?



SUMMARY

- COMMON AND 'CONDITION' → requiring remediation through medication
- Responsible neoliberal sexual consumer as requiring persistent penile vigilance
- Penile DEPENDABILITY as → LUXURY consumerist project
- SEM use repackaged as NEOLIBERAL beacon of ASPIRATIONAL achievements



RESPONSIBLE NEOLIBERAL SEXUAL SUBJECT

