

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



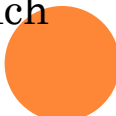
Gurevich, M., Leedham, U., Brown-Bowers, A.,
Cormier, N., & Mercer, Z.

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)
- 

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)



SEUOPHARMACEUTICALS 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)

Google Administration | Ste x G how to do screensh 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:
Want to know more?
VIAGRA helps guys with erectile dysfunction get and keep an erection.
Individual results may vary.
[FIND OUT HOW](#)

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

IMPORTANT SAFETY INFORMATION

Do not take VIAGRA (sildenafil citrate) if you:

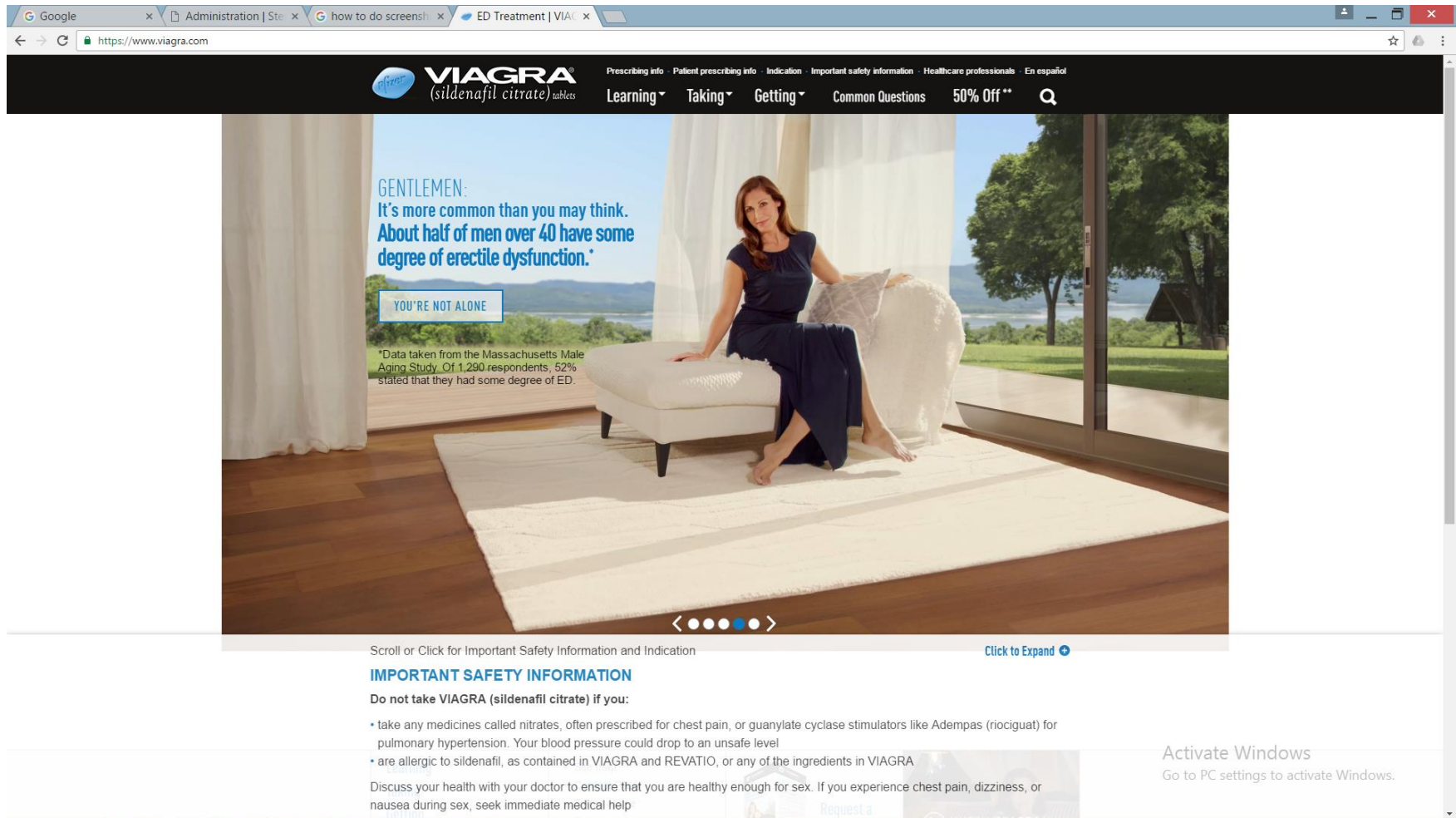
- take any medicines called nitrates, often prescribed for chest pain, or guanylate cyclase stimulators like Adempas (riociguat) for pulmonary hypertension. Your blood pressure could drop to an unsafe level
- are allergic to sildenafil, as contained in VIAGRA and REVATIO, or any of the ingredients in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

Activate Windows
Go to PC settings to activate Windows.

- 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’



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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

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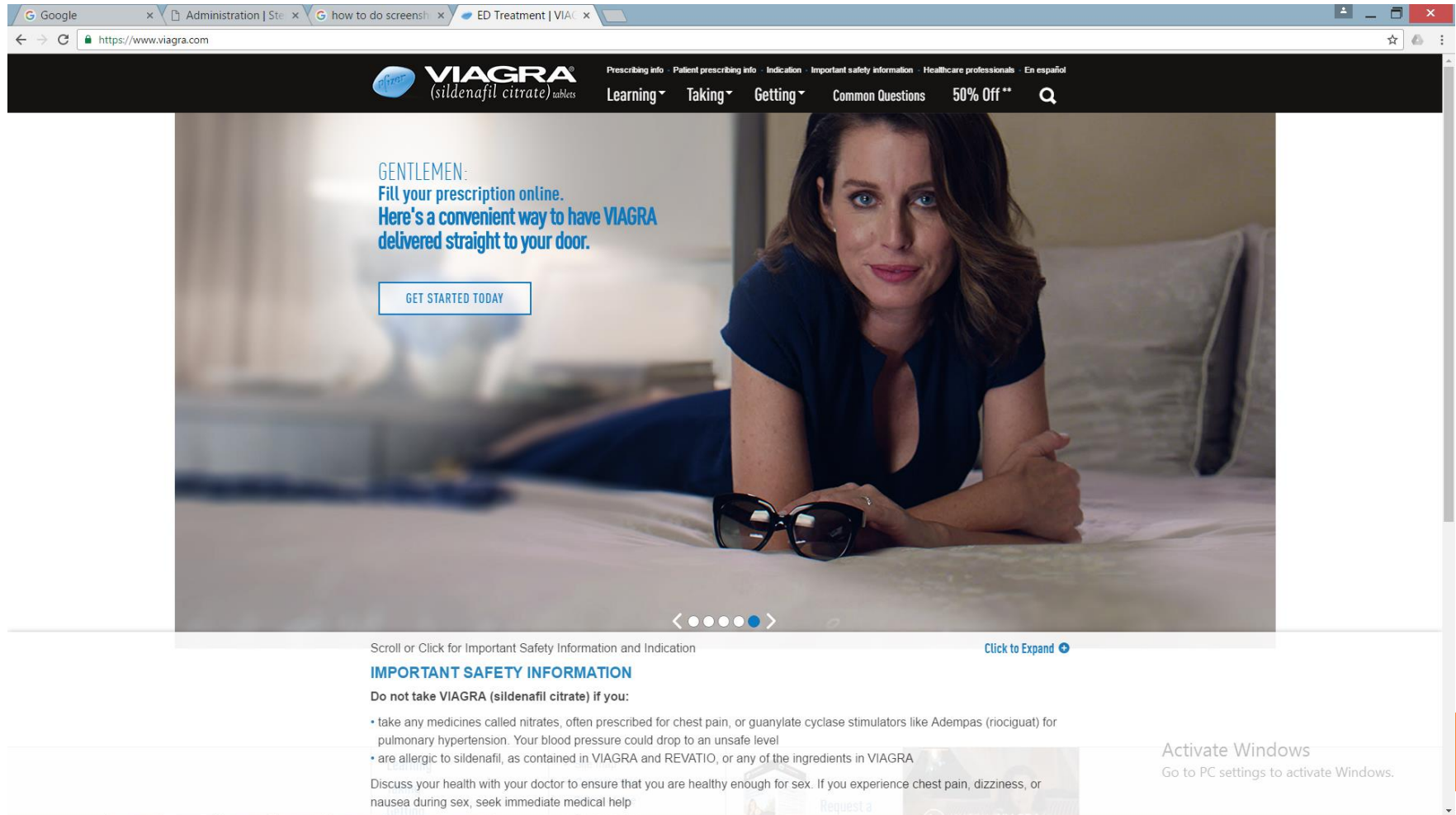
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Click to Expand

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



The screenshot shows the Viagra website in a web browser. The browser's address bar displays "https://www.viagra.com". The website's header includes the Viagra logo, navigation links for "Prescribing info", "Patient prescribing info", "Indication", "Important safety information", "Healthcare professionals", and "En español", and a menu with "Learning", "Taking", "Getting", "Common Questions", "50% Off **", and a search icon. The main content area features a large image of a woman lying on a bed with her arms crossed and sunglasses on the bed. Text on the left reads: "GENTLEMEN: Fill your prescription online. Here's a convenient way to have VIAGRA delivered straight to your door." Below this is a "GET STARTED TODAY" button. At the bottom of the image is a "Click to Expand" link. Below the image, the text "Scroll or Click for Important Safety Information and Indication" is followed by the heading "IMPORTANT SAFETY INFORMATION". Under this heading, it states "Do not take VIAGRA (sildenafil citrate) if you:" and lists two bullet points: "• 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". Below the list, it says "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". In the bottom right corner, there is a Windows watermark that says "Activate Windows Go to PC settings to activate Windows."

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

https://www.viagra.com

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

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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

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.

Scroll or Click for Important Safety Information and Indication

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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 screeni... | 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 PDE5I* 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.

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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

Google Administration | Stc how to do screensh x

www.stendra.com/hcp/administration/

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

**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†}

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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



'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

