

## MEDICAL PRODUCTS – THEN & NOW<sup>©</sup>

by Dan Pemble, Kissimmee, FL – March 11, 2025 (Revised July 30, 2025)

*As a member of the silent generation, during my formative years, it was customary to attend Saturday afternoon matinees in our small-town local movie theater. What we saw were mostly westerns projected in black and white movie screen images. Many of these movies included a depiction of a “medicine man” arriving in remote locations in his horse-drawn cart and pushing his “magic elixir” products that could cure most all ailments! Of course such claims were questionable!*



The days of travelling medicine men pushing “cure-alls” for all that ails us humans are long gone! During the early days of TV, Geritol, Pepto Bismol, Clearasil, Unguentine, Vick’s cough drops, Spectracin-T, NP-27, Carter’s Little Pills, and many others were continuously advertised. What we have today, as being proliferated on our TV screens, is an endless barrage of commercials promoting so-called “miracle drugs” (?) with names (“gimmicks”) such as: Ozypic, Rinvoq, Vinia, Keytruda, Farziga, Jordiance, & Voquezna, just to name a few. Most all commercials for these individual products also include a rather lengthy list of possible side effects, if these medications are taken! A recent commercial states: “Don’t take this if you are allergic to it”! How absurd! So, if we decided to take any of these medications to determine their overall usefulness/effectiveness in addressing a particular ailment, will we be acting as “guinea pigs” because of not knowing in advance which, if any, side effects we will experience? It is quite clear that announcing the potential side effects of a medication, at the same time it is being promoted via endless TV commercials, is an attempt by the producer of the product to protect themselves from “product liability” litigations! But given the list of potential side effects related to these medications, who amongst rational-thinking individuals would risk taking any of these to begin with? But, even if someone takes these medications and suffers side effects, they will always have the option to initiate litigation! Of course it is well known and accepted that almost all medications have varying potential side effects.

A key question about all of today’s newly-introduced medications that we see in TV commercials is: exactly how did “BIG PHARMA” get FDA approval to market these products (experimental drugs) to begin with!?

