

Selling Pharmaceutical Interventions to Healthy Bodies: Contraception and Women in Contemporary India

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Introduction

□ Part I

- Background for ECP introduction in India
- Advertising ECPs in India

□ Part II

- Reading the advertisements...of the global south
- Narratives of “non-patients”...i.e. media impacts

□ Part III

- Can the “global south” help us in the “global north?”
 - Provocation...?
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Emergency Contraceptive Advertising

- ❑ India does not allow DTC advertising for prescription drugs (only two countries allow it)
 - ❑ Previous emergency contraceptives – in two pill doses (Pill-72 or Unwanted72 by Mankind) were already on the market
 - ❑ Not advertised, so small market share
 - ❑ However, in 2005, legislative changes are confirmed and ECPs are released as OTC
 - ❑ End of 2006/early 2007 Cipla launches *i-pill* advertisements...and the sales for ECPs create and drive a big market!
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Your favourite morning coffee just doesn't taste the same today. The view from your balcony does not uplift you. You are so lost in thought even your pet dog cannot get you back. What can have disturbed you so? Are you **Worried you might get pregnant after last night?** In that case, there is no need to brood any more. Now there is a safe and convenient way to prevent an unplanned pregnancy – i-pill, the new emergency contraceptive pill from Cipla. Just take one



pill with some water at the earliest and not later than 72 hours after unprotected sex. That's all. Just remember to be a bit more careful next time. And become your normal, appreciative self again.

How does i-pill work?

i-pill can work in any of the three different ways depending on where you may be in your menstrual cycle:

- It may stop an egg being released from the ovary
- If an egg has already been released, i-pill may prevent the sperm from fertilising it.
- If the egg is already fertilised, i-pill may prevent it from being attached to the lining of the womb. i-pill is ineffective if the pregnancy is established (i.e. the fertilised egg has attached itself to the womb). It is therefore not an abortion pill.

When is it appropriate to use i-pill?

If you have had unprotected sex and want to prevent a pregnancy, you should take i-pill as soon as possible, preferably within 12 hours and no later than 72 hours of unprotected sex. i-pill is useful as a backup birth control method under the following circumstances:

- Contraceptive failure
- Unprotected sex
- Incorrect use of your regular birth control method
- Forced sex

What are the directions for taking i-pill?

i-pill is an oral tablet. It should be swallowed with some water after food.

How effective is i-pill?

The sooner you take i-pill, the more effective it is. i-pill decreases your chances of getting pregnant by

84-98% when taken within 72 hours (3 days) after unprotected sex or contraceptive failure.

How safe is i-pill and does it have any side effects?

i-pill has been approved by scientific and regulatory authorities as a safe way to prevent pregnancy after contraceptive failure or unprotected sex. i-pill has no long-term or serious side effects.

Nausea, vomiting, headache, lower abdominal pain, a feeling of breast tenderness, irregular bleeding and delayed menstrual bleeding are some common side effects after taking i-pill. All this should stop within a day or two. In case your periods are delayed by more than 4 weeks, please consult your doctor.

How do I get to know more about i-pill?

For more information, call the i-pill helpline at 1888-22-9698 or (022) 3209 0055. You can also visit us at www.ipillcipla.com



i-pill
Emergency Contraceptive Pill
Get back to life.

i-pill is available without a prescription at all chemist outlets.

i-pill is neither a regular contraceptive nor an abortion pill. It is not a substitute for condoms and does not protect against sexually transmitted diseases including HIV/AIDS.
NETWORK © C1846-07

You might be nervous about getting caught in bed. You might be laughing and giggling with your partner. But today, even you can be the one in control. You are just not your old lady because you are

Worried you might get pregnant after last night?

You can get your mind at ease now. There's nothing from i-pill, an emergency contraceptive pill, it is created especially for women when you could be facing the use of unregulated preparations.



Take one i-pill with some water as soon as possible, not later than 72 hours of unprotected sex.

That's easy, isn't it? Now get back to your day and do remember to use safe and reliable birth

control methods.

What is i-pill?

i-pill is a safe, effective, and legal emergency contraceptive pill. It is used to prevent pregnancy in case you are not ready for a baby.

It is a prescription drug, which means it is made of the right ingredients to be released in your system and work as intended.

It is designed to be taken immediately after the first step in the fertilization process, which is the release of the egg. It is not intended to be taken after sex, but instead, to be used if there is a possibility of sex.

What is the composition of i-pill?

If you have had unprotected sex and want to prevent a pregnancy, you should take i-pill as soon as possible. It is a safe and effective emergency contraceptive pill. It is not intended to be taken after sex, but instead, to be used if there is a possibility of sex.

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What is the best time to take i-pill?

i-pill is a safe and effective emergency contraceptive pill. It is not intended to be taken after sex, but instead, to be used if there is a possibility of sex.

How to take i-pill?

Take one i-pill with some water as soon as possible, not later than 72 hours of unprotected sex.

50% of women who take i-pill after sex are not pregnant.

How safe is i-pill and how to have an i-pill?

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How do I get my hands on i-pill?

For more information, call 1800-425-0670 or 022-2603-2020. You can also visit our website at www.i-pill.com.



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Reading the Advertisement

- The women on the page:
 - Sitting ...on the floor
 - Disconnected from all reality that is “Indian”
 - Never return the gaze
 - Advertising lessons...forgotten or reinforced?
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Umm...“non-patient” narratives.

<http://www.youtube.com/watch?v=1JergZgfTP0>

Implications for women in India

- ❑ We end up associating women's emancipation with a consumerist logic.
 - ❑ Creating "first world women" consumers, rather than a generation of privileged women who fight alongside their third world counterparts for better contraceptive support.
 - ❑ Medicalization of everyday life (the contraceptive pill, then becomes a "gateway" pill)...and much easier to market future pills in India.
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Provocation –

From the global south...to the global north?

- ❑ Can we re-think the status of contraception in the global north?
- ❑ Can we create a next generation of young women that don't attach empowerment to *only* their sexual lives/freedoms?
- ❑ Can contraception burdens be shared equally between men and women?

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Cautionary Note

- ❑ Contraception options and access are important for women.
 - ❑ Safety, viability, and efficacy of these drugs should we constantly worked upon to make them better.
 - ❑ Research and Development IS important, however, its underling profit motivations should be separated.
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