

# Viagra - The Magic of Blue Pill

Dr. Jigar shah

*Assistant professor, Journalism and Mass Communication Department ILSASS College affiliated,  
Sardar Patel University V. V. Nagar*

**Abstract- Viagra is the famous medication used to treat male impotence - ED (erectile dysfunction). Originally developed by Pfizer, it helps men who have erectile dysfunction and keep an erection when they become sexually excited. Viagra is also known as sildenafil citrate (the scientific name of Viagra).**

Viagra (sildenafil citrate) is a medication that works by increasing blood flow to the penis. Viagra enables many men with erectile dysfunction (impotence) problem to respond to sexual stimulation. When a man is sexually excited, Viagra helps the penis fill with enough blood to cause an erection. After sexual activity is over, the erection goes away.

Viagra is hot in India, too. Viagra which help men physically have sex — which boosts levels of a hormone. The sex-pill, which sells, one every six seconds across the world, has raked in Rs 1.5 crore within two months of hitting the shelves. It has cornered 1.8% of the market in two months, much ahead of our expectations of cornering 10% in two years. The market for sildenafil citrate is estimated at Rs 80 crore in India and Viagra officially entered the Indian market in December 2005.

## INTRODUCTION

Viagra is the famous medication used to treat male impotence - ED (erectile dysfunction). Originally developed by Pfizer, it helps men who have erectile dysfunction and keep an erection when they become sexually excited. Viagra is also known as sildenafil citrate (the scientific name of Viagra).

Viagra is a medication originally created by Pfizer Pharmaceuticals as a drug to help men who were suffering from hypertension (high blood pressure) in 1989 in Sandwich, England. In 1991, inventors Andrew Bell, Dr David Brown and Dr Nicholas Terrett discovered that chemical compounds belonging to the pyrazolopyrimidinone class were useful in the treatment of heart problems such as angina pectoris. Dr Nicholas Terrett was named in the 1991 Viagra as a heart medicine, and some experts consider him as the father of Viagra.

However, sildenafil citrate as a heart medication did not show promise and studies were stopped in 1992.

By 1994, Nicholas Terrett and Peter Ellis discovered during the trial studies of sildenafil as a heart medicine that it also increased inflow of blood into the penis area, allowing men to reverse the lack of ability to get an erection. The drug acts by enhancing the effects of nitric oxide (NO), a chemical substance that is normally released in response to sexual stimulation. The smooth muscle relaxation allows increased blood flow into the penis leading to an erection when combined with something exciting.

The first phase of clinical trials under the drug had little effect on angina pectoris, but that it could induce significant penis erections.

Pfizer therefore decided to market it for anti-impotence drug, rather than for heart medication.

Finally, 21 randomized, placebo-controlled clinical trials including more than 3700 patients, ages 19 to 87 years, were held worldwide. The participants had varying degrees of impotence associated with the following:

- diabetes
- spinal cord injury
- blindness

Some group of patients also had coexisting illnesses, including hypertension and coronary artery disease.

The drug was patented in 1996 and the clinical trials found sildenafil citrate to be so effective, that the US Food and Drug (FDA) approved it for prescription sale only six months after submission, and without consulting an advisory committee of outside experts because there were no troubling questions and no significant side effects.

Made by Pfizer Pharmaceuticals, Viagra is the first approved non-surgical treatment for male impotence - erectile dysfunction that does not have to be either inserted or injected directly into the penis to achieve and keep an erection.

Viagra soon became a great success: annual sales of Viagra pills in the period 1999–2001 exceeded 1 billion US dollars. Viagra began to be considered as one of the highest money grossing prescription drugs it has ever produced.

#### *How does it works*

Viagra (sildenafil citrate) is a medication that works by increasing blood flow to the penis. Viagra enables many men with erectile dysfunction (impotence) problem to respond to sexual stimulation. When a man is sexually excited, Viagra helps the penis fill with enough blood to cause an erection. After sexual activity is over, the erection goes away.

#### *How (And When) To Take Viagra Pill*

Viagra pill should be taken as needed approximately one hour before you plan to have sex. The pill should be taken by mouth. Viagra will begin to work in about 30 minutes after you take it and the effect will last up to 4 hours. Viagra will help you get an erection when you are sexually aroused. You will not get an erection just by taking the medication.

If you take Viagra after a high-fat meal such as a pizza or french fries, the medicine may take a bit longer to start working because it slows the ability of your body to absorb the medicine. Also, drinking large amounts of alcohol can temporarily make the medicine less effective and affect the ability to get an erection.

Before you will decide to take the drug, we highly recommend you to consult your doctor.

#### *Dosage and Administration*

Viagra comes in three different doses (25 mg, 50 mg and 100 mg). For most of patients, the recommended dose is 50 mg taken about 1 hour before sex. However, Viagra may be taken anywhere from 4 hours to 0.5 hour before having sex. Based on toleration and effectiveness, the dose may be increased to a maximum recommended dose of 100 mg or decreased to 25 mg. The maximum recommended dosing frequency is one pill per day. If you do not get the results that you expect, consult your doctor about this. Only you and your doctor can determine the optimal dose. Do not take more Viagra

pills than your doctor prescribes. If you think you need a larger dose of Viagra, check with your doctor. Viagra should not be taken more than once a day. Viagra is used as needed, that means you don't have to take viagra every day, you take viagra only when you plan to have sex. Your doctor may prescribe a lower dose of Viagra in certain circumstances. For example: If you are older than age 65, or have serious liver or kidney problems, your doctor may start you at the lowest dose (25 mg) of Viagra. If you are taking protease inhibitors, your doctor may recommend a 25 mg dose and may limit you to a maximum single dose of 25 mg of Viagra in a 48 hour period. If you have prostate problems or high blood pressure for which you take medicines called alpha blockers, your doctor may start you on a lower dose of Viagra.

#### *Viagra Side Effects*

Like all medications, Viagra may also cause some possible side effects.

Most common viagra side effects may include: headache, flushing of the face, sneezing, dyspepsia, prolonged erections.

Less common side effects that may temporary also occur are palpitations, temporary visual changes like blurring of vision, increased light sensitivity, a tinge of vision with blue color.

In rare cases, patients taking Viagra reported a sudden decrease or loss of vision in one or both eyes. It is not possible to determine whether these events are related directly to these medications, to other factors such as high blood pressure or diabetes, or to a combination of these. If you notice sudden decrease or loss of vision, stop taking Viagra and contact your doctor immediately.

In very rare cases heart attack, stroke, irregular heartbeats, and death have been reported in patients taking Viagra. Most of these patients had heart problems before taking this medicine. It is not possible to determine whether these incidents were directly related to Viagra.

In very rare cases, men have reported an erection that lasts many hours. If you ever have an erection that lasts more than 4 hours you should call your doctor immediately. \

#### *Back ground information*

**METHODOLOGY**

- Population – Youths from 20 years above.
- Sample size – (N=30).
- Tool for data collection - questionnaire.

*Personal information*

(A) Gender (N=30)

Gender	Frequency	Percentage (%)
Female	11	36.66%
Male	19	63.33%
Total	30	99.99

(B) Age (N=30)

Age	Frequency	Percentage (%)
20-23	12	40
24-30	14	46.66
31-35	2	6.66
36-40	2	6.66
Total	30	99.99

(C) Profession (N=30)

Profession	Frequency	Percentage (%)
Student	18	60
Employee	12	40
Total	30	100

1. Majority of the people knew about the Viagra medicine at large and also its effects and for what purpose people take it.

*Brand names such as:* - Assurans ,Viagra, Caverta, Viraha, Erix, Proga, Kamagra, Caverta, Rezum, Penegra, Androz, Edegra, Uplift, Alsigra , Androz, Jaun, Manforce, Niagra, Pefomax, Progra, Rezum, Uprima, Vigrek, Viraha, Altinle, Tadalafil, Manogra, Intagra, 90E tab, Eunice, Satisfil 50, Omnigra 50

2. Doctor consult (N=30)

Consult a doctor before taking	frequency	Percentage
Yes	1	3.33
No	29	96.66

3. Frequency of using the pills (N=30)

Frequently using it	Frequency	Percentage (%)
Once a month	3	10
Twice a month	3	10

Experiments	11	3.66
Others	4	13.33

4. Effects of stays till how many Hrs (N=30)

Effects stays	Frequency	Percentage (%)
1hr	-	-
2hrs	21	70
3hrs	9	30

5. Makes person satisfy (N=30)

Make satisfied	Frequency	Percentage (%)
Yes	16	53.33
No	14	46.66

6 Reason to take the medicine (N=30)

Need to take medicine	Frequency	Percentage (%)
More energy	9	30
Makes us more satisfy	12	40
For fun	5	16.66
To raise sex appeal	4	13.33

7. Side effects of the medicines (N=30)

Side effects	Frequency	Percentage (%)
Yes	24	80
No	6	20

**DATA ANALYSIS REPORT**

Viagra is hot in India, too. Viagra which help men physically have sex — which boosts levels of a hormone.

The sex-pill, which sells, one every six seconds across the world, has raked in Rs 1.5 crore within two months of hitting the shelves. It has cornered 1.8% of the market in two months, much ahead of our expectations of cornering 10% in two years. The market for sildenafil citrate is estimated at Rs 80 crore in India and Viagra officially entered the Indian market in December 2005. As seen in these tables you can see that most of the people know about the medicines Viagra and for what it is helpful for. Maximum of youngster use the pills of Viagra for the enjoyment or for experiencing it. Now –a-days there have been any brands of Viagra like man force, Pfizer along with the local brands. Where the people spend almost 100Rs in a month or less than that.

These medicines can't be taken without the prescription of a doctor but according to the study 80% of the people take it without the prescription of the doctor which would harm their life in some ways. Some groups have said that people use the drugs for fun, instead of using them as prescribed for sexual dysfunction caused by low blood flow to the genitals. The drugs can cause fatal side effects if used with certain other drugs, and some studies also suggest they may affect the eyes in some patients, so doctors stress they are not for casual use. Amongst its rare but serious adverse effects are: severe hypotension, stroke and increased Common side effects include sneezing, headache, flushing, prolonged erections, and palpitations. Visual changes including blurring of vision and a curious bluish tinge have also been reported. Like some news for those young men who like popping Viagra to boost their bedroom performance — the ant impotency drug can damage your ability to father a child. Researchers have found that Viagra harms fertility particularly in young people who use the drug recreationally and it could also impair their ability to have families. “Viagra has become a widely used recreational drug. It is mixed with cocaine. Our work leaves open the possibility that there could be a cumulative effect from taking Viagra, however, which could pose serious fertility problems in life. The researchers came to the conclusion after carrying out two sets of experiments.