

Every Medicine Commercial Ever

410 words

Have you ever been watching a football game with your emotionally absent father as a way to “bond” and one of those random feel good medicine commercials comes on? Yeah, me neither. My dad thinks football is a waste of time like my highschool performances. But I have seen these commercials while watching the DIY Network while my dad screams at the TV that they’re doing it wrong. In between ads about The Home Depot and termites asking if that’s oak, I would come across commercials advertising the best new heartburn medication, joint reliever, or blood pressure lowers.

They will start off with an awfully dull camera filter that makes Twilight look like technicolor followed by some middle aged person heavily make-uped to look sickly. They show how much this person struggles with their minorly inconvenient joint pain as they play tennis at a country club with a forced painful look on their face. We as an unwilling audience get a glimpse at this person’s very excruciating life before they definitely didn’t try this medicine. And then all of a sudden once the name of the medicine is mentioned, the colors on our TVs brighten, stock music starts to play, and we see close up shots of this person smiling at a park! They’re cured! One month on this medicine that sounds like a nickname a frat guy would give you will solve all your problems. Not only will it fix your high blood pressure, but also your daddy issues! You will be laughing off into the distance trying to ignore the camera in your face in no time!

And while they show us how good of a life you could be living when you take their medicine, they sneakily slide in all the side effects because legally they have to. The screen may be showing a woman running along a beach with her daughter, but if you listen carefully you can hear them listing all the ways that this medicine has the possibility of killing you. “Side effects may include: nausea, vomiting, blood clots, depression, suicidal thoughts, and in some cases, death.” But don’t worry! Look how happy you could be if your joints didn’t hurt!

Once the commercial finally ends, your mom will say that she should try that because sometimes she gets headaches. After another three short commercials about actually useful things, the medicine infomercial will play at least another two times before your show will resume.