



# Big Pharma, Women, and the Labour of Love

*Thea Cacchioni*

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## **Big Pharma, Women, and the Labour of Love** Thea Cacchioni

In 2010, Thea Cacchioni testified before the US Food and Drug Administration against flibanserin, a drug proposed to treat low sexual desire in women, dubbed by the media the “pink Viagra.” She was one of many academics and activists sounding the alarm about the lack of science behind the search for potentially lucrative female sexual enhancement drugs.

In her book, *Big Pharma, Women, and the Labour of Love*, Cacchioni moves beyond the search for a sexual pharmaceutical drug for women to ask a broader question: how does the medicalization of female sexuality already affect women’s lives? Using in-depth interviews with doctors, patients, therapists, and other medical practitioners, Cacchioni shows that, whatever the future of the “pink Viagra,” heterosexual women often now feel expected to take on the job of managing their and their partners’ sexual desires. Their search for sexual pleasure can be a “labour of love,” work that is enjoyable for some but a chore for others.

An original and insightful take on the burden of heterosexual norms in an era of compulsory sexuality, Cacchioni’s investigation should open up a wide-ranging discussion about the true impact of the medicalization of sexuality.

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Playing with family inside a park, coming to see the sea world or hanging out with good friends is thing that usually you could have done when you have spare time, in that case why you don't try matter that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Big Pharma, Women, and the Labour of Love, you can enjoy both. It is good combination right, you still want to miss it? What kind of hang type is it? Oh come on its mind hangout people. What? Still don't understand it, oh come on its known as reading friends.

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