

hims & hers

DO RICH PEOPLE REALLY LIVE LONGER?

Hims & Hers enters the GLP-1 Market

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THIS IS WHAT HAPPENS...

When a company capitalizes on a growing GLP-1 market through provocative messaging and an opportunistic strategy, raising ethical and regulatory questions.

hims & hers OVERVIEW



- Rise in GLP-1 drugs are growing and changing the weight loss industry
- Positioned as an affordable, accessible alternative in a booming industry
- Track record of controversial advertising (2025 Ad)
- Strategy raised concerns of:
  - Ethics, Transparency, Consumer trust
  - Public Backlash, Regulatory scrutiny, Business challenges

IAE Principles + Practices

Stakeholder Theory

RESEARCH QUESTIONS

How has the popularity of GLP-1 drugs influenced Hims & Hers advertising strategy and consumer perceptions?

How has Hims & Hers responded to public backlash and legal challenges related to its marketing efforts of GLP-1 products?

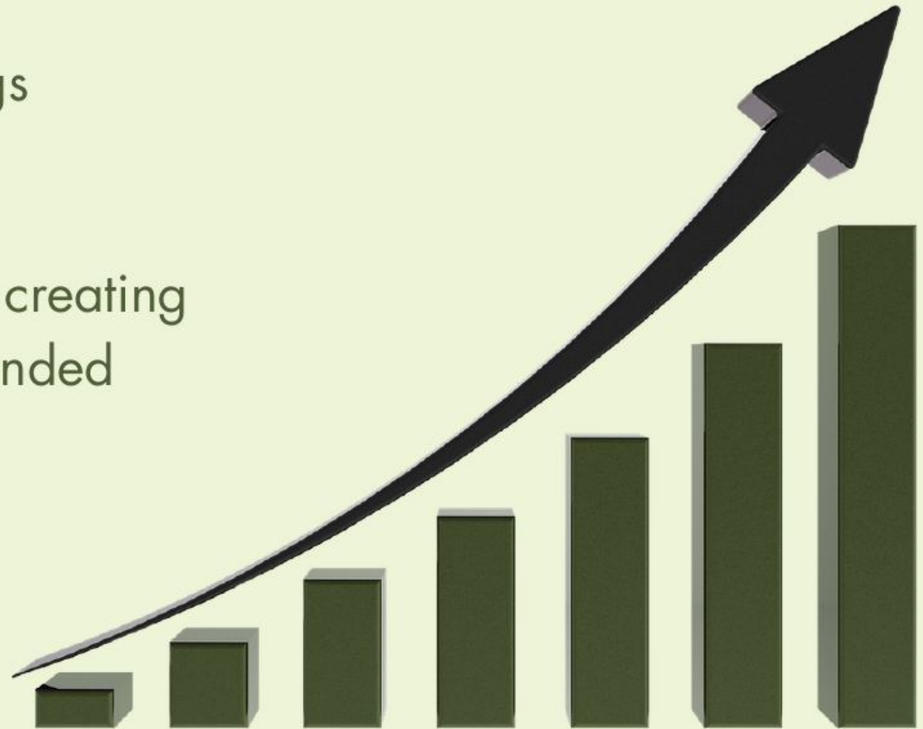
What campaign strategies and messaging tactics did Hims & Hers use to attract consumers to its GLP-1 products?

KEY STAKEHOLDERS

- Government
- Consumers
- Investors
- novo nordisk®
- FDA U.S. FOOD & DRUG ADMINISTRATION
- Healthcare Professionals
- Media/Public

INDUSTRY CONTEXT

- GLP-1 usage has grown significantly in under 2 years (~12% of U.S. adults are now using these drugs)
- 10% of women ages 18–24 have used GLP-1 drugs
- Strong demand is paired with limited affordability, creating market tension → Hims & Hers leaning into compounded solutions



WHAT DOES THIS MEAN?



BRANDING STRATEGIES

- **Provocative, Idea-First Advertising:** Seen in 2025 **"Sick of the System"** & 2026 **"Rich People Live Longer."**
- Focus on social issues instead of product features

- **Lifestyle-Driven Brand Identity**
  - Conversational language & modern design
- Helps to make healthcare feel integrated into everyday life with direct- to-consumer marketing

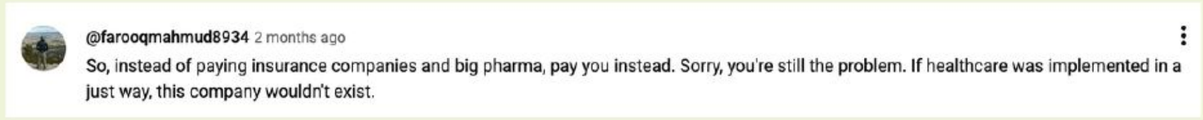
- **Accessibility & Disruption Positioning**
  - Centered on accessibility, personalization, and disruption by removing barriers to care through a customer-first, technology-driven model

2026 SUPERBOWL AD

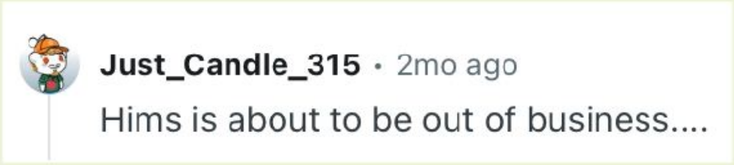
"Rich People Live Longer"



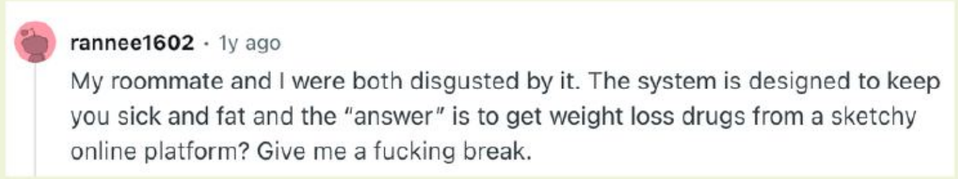
PUBLIC REACTION (MIXED) *(Reddit; Youtube)*





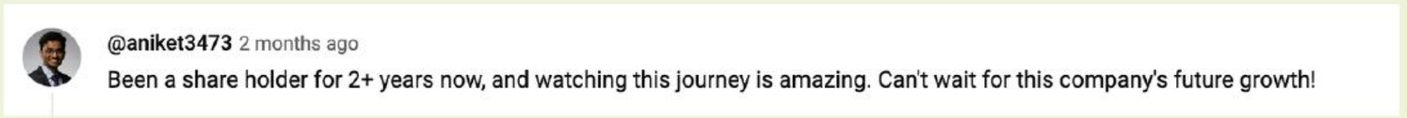


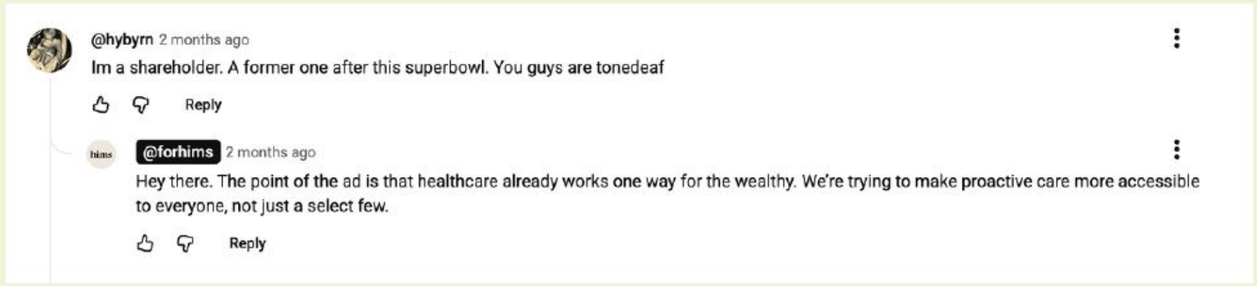














TIMELINE

MARCH 20, 2024 – MARKET ENTRY

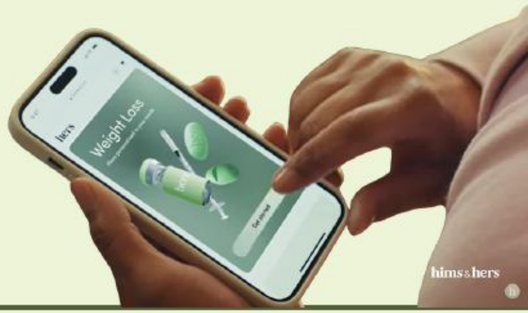
Hims & Hers announces GLP-1 injections

MARCH 2024 – DEMAND SURGE

GLP-1 usage spikes (KFF report)

APRIL 29, 2025 – PARTNERSHIP WITH NOVO NORDISK

Launch of Wegovy access via Hims & Hers platform



LATE JULY 2025 – PARTNERSHIP ENDS (~8 WEEKS LATER)

Novo Nordisk terminates deal
Hims & Her Stock Plunges





FEBRUARY 5, 2026 — COMPOUNDED PILL ANNOUNCED

Hims & Hers launches compounded semaglutide pill ($49 vs $149 branded)

JANUARY 29, 2026 — "RICH PEOPLE LIVE LONGER"

Sparks backlash over messaging around wealth + health access. Massive spike in awareness and demand

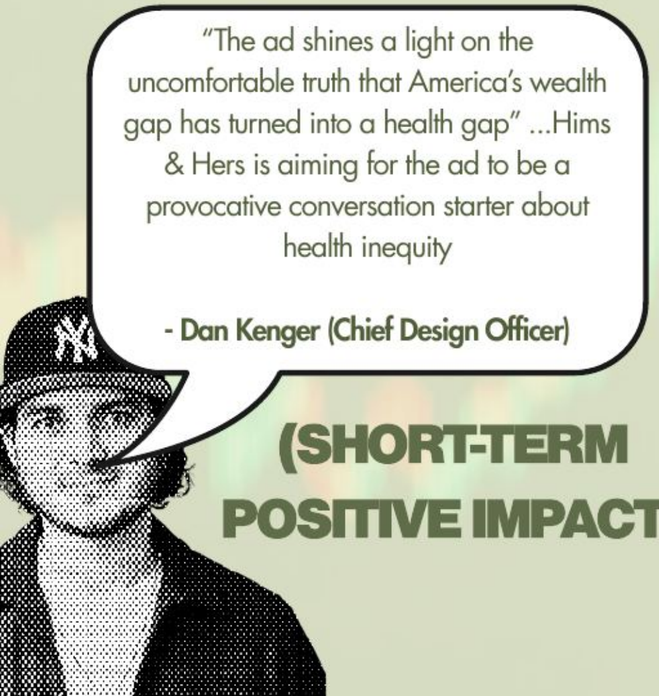
FEBRUARY 7, 2026 — PILL PULLED

Hims & Hers stops selling after legal + FDA pressure



TIMELINE

BUSINESS IMPACT



(SHORT-TERM POSITIVE IMPACT)

REGULATORY PRESSURE

FDA scrutiny and legal threats forced Hims & Hers to stop selling the compounded GLP-1 pill

PARTNERSHIP COLLAPSE

Removed a key source of legitimacy, access to FDA-approved drugs, and long-term growth potential

CREDIBILITY DAMAGE

Raising concerns around transparency, ethics, and compliance

STAKEHOLDER THEORY

- Focused on visibility, growth, and shareholder value
- Concerns from healthcare professionals and partners about lack of transparency
- Regulatory and industry backlash = legal and credibility issues
  - Damage to brand credibility and stakeholder trust



*"Businesses should consider the needs of **ALL** stakeholders, not just shareholders"*
(R. Edward Freeman)



INSTITUTE OF ADVERTISING ETHICS: PRINCIPLES & PRACTICES

To ensure that advertising, marketing, and public relations communication are truthful, ethical, and socially responsible.

Fairness **Transparency** **Disclosure**

- Prioritized persuasive messaging over full ethical transparency
- Weakened credibility

MOST RECENTLY



WHAT DOES THIS MEAN FOR hims & hers NOW?

- **Adjusted strategy based on industry complaints**
  - Pulled compounded GLP-1 pill after FDA + legal pressure
  - Shift toward FDA-approved treatments and safer positioning

- Rebuilding **Credibility & Trust**
- Re-partnered with Novo Nordisk to regain legitimacy
- Must balance bold marketing with transparency and stakeholder expectations

KEY TAKEAWAYS

- Disconnect between **Messaging vs. Actions**
  - Ethical marketing practices
- **Transparency** in Healthcare Communication
- Short term attention ≠ Long term success


THANK
YOU