ACADÉMIE
DE NANCY-METZ
Liberté
Égalité
Fraternité

Sujet : Case study: Aspirin

Document 1 :

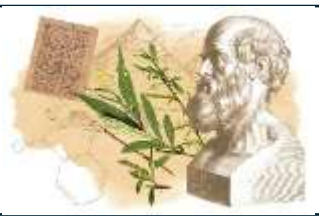
"[When a] wound is inflamed . . . draw the heat out [using] leaves of the willow."

- The Ebers Papyrus c. 1550 BC

Document 2 : Video Ted Ed "**How aspirin was discovered"**

Watch the video :

https://youtu.be/uRhkDN2WjzI?si=40eq95BaXkDebh7c



Document 3 :



Bayer began advertising directly to American consumers just before the expiration of the aspirin patent. This ad, from The New York Times, 19 February 1917, emphasizes Bayer as the "One Real Aspirin" in anticipation of legal competition in the American market.



Newspaper ad for Bayer Aspirin from April 1918. The aspirin patent had expired, Bayer still had control over the Aspirin trademark, seen at the bottom of the ad, and a "patriotic" slogan to buy war bonds. Also shows the factory in New York State.

Main idea: Nature and drugs – Side effect – Scientific discovery – History of science – Generic drug – Scientific drugs research- Natural molecule/synthesis molecule - Health

Other tracks: Patent – American patriotism in the twentieth century- Advertising impact on society