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The surprising truth is drug design owes more to serendipity than careful design, and their potential may only be discovered when we take them. The first time he did this nothing happened to the vessels. Related Articles What Is Viagra. Media requires JavaScript to play. Over the course of your lifetime you are likely to take more than 14, tablets - and that is just the prescription medicines. Following the clinical trial and the discovery that Sildenafil was good for those suffering from penile erection, Pfizer decided to commercialize the drug, as Viagra, as a remedy for erectile dysfunction. We like to think drugs are designed for exact purposes, but they are often not as targeted as we may hope. It is informally known as the 'Blue Pill' and is generally taken by men, with erectile dysfunction, 30 minutes or one hour before sexual intercourse. Viagra was used to treat nearly 30m men in its first ten years. Before the launch of Viagra in there was no oral treatment for erectile dysfunction, the only options were an injection or a fairly gruesome prosthetic implant. In the last five years in the UK alone eight drugs have been withdrawn from the market by the regulators. The potentially damaging effects of all drugs is something we should acknowledge more readily says Dr Vallance. BBC iD Sign in. Several other counterfeits and clones of Viagra also mushroomed in the market, which led to a drip in the sales of the original brand. While you will be able to view the content of this page in your current browser, you will not be able to get the full visual experience. The BBC is not responsible for the content of external internet sites.Sep 10, - Sildenafil, the active ingredient in Viagra, was originally developed to treat cardiovascular problems. It was meant to dilate the heart's blood vessels by blocking a particular protein called PDE In animal tests, it seemed to work moderately well: researchers could find evidence that it was impeding PDE Sildenafil, sold as the brand name Viagra among others, is a medication used to treat erectile dysfunction and pulmonary arterial hypertension. Its effectiveness for treating sexual dysfunction in women has not been demonstrated. Common side effects include headaches and heartburn, as well as flushed skin. Caution is ?Medical uses ?Nonmedical use ?History ?Society and culture. May 11, - Like so many scientific breakthroughs, Viagra was the result of a happy accident. Pfizer Corp. scientists engaged in hypertension research discovered that sildenafil citrate did not, as they hoped, reduce blood pressure. But it did produce erections in some 80 percent of the trials' 4, male subjects. Jan 20, - How viagra works. Over the course of your lifetime you are likely to take more than 14, tablets - and that is just the prescription medicines. The average person will have taken one course of antibiotics every two years, and 28, painkillers. By the time you are 70 you will probably be taking at least five. And with the economy of space in the patent application, only names of the heads of departments are listed. Nonetheless, Dr Simon Campbell, who until recently was the Senior Vice President of Medicinal Discovery at Pfizer and oversaw Viagra's development, was considered to be the inventor of Viagra, by the American. UK, was first synthesised in the Sandwich laboratories of Pfizer Ltd, UK in , and resulted from a discovery programme aimed at developing a selective inhibitor of PDE5. The origins of the project that eventually led to the discovery and development of Viagra date from around the mid s. At this time, scientists. Developed and marketed by the pharmaceutical company - Pfizer, Viagra is regarded as the most popular brand of prescribed erectile dysfunction pills. It is informally known as the 'Blue Pill' and is generally taken by men, with erectile dysfunction, 30 minutes or one hour before sexual intercourse. According to the historical. Dec 6, - UK, was first synthesised in the Sandwich laboratories of Pfizer Ltd, UK in , and resulted from a discovery programme aimed at developing a selective inhibitor of PDE5. The origins of the project that eventually led to the discovery and development of Viagra date from around the mid s. Jul 17, - Heroin- Developed by the same team as aspirin, heroin had huge success as a non-addictive cough medicine, a use which makes modern audiences cringe. The name evokes thoughts of heroes, another word of Greek origin which may have its roots in the Proto-Indo-European (PIE) root '*ser' meaning 'to. It has also played a role in the discovery of several drugs that have had an impact on the development of psychiatry. Serendipity in drug discovery implies the finding of Keywords: chloral hydrate, chlorpromazine, imipramine, iproniazid, lithium, lysergic acid diethylamide, meprobamate, penicillin, serendipity, sildenafil.