

Ozempic & Body Talk: How Social Media Shapes Women's Weight-Loss Choices



What is Ozempic?

Ozempic, the brand name for Semaglutide, is a Glucagon-Like Peptide (GLP-1) medication prescribed to treat type 2 diabetes. It is a drug in the form of an injection that people take to manage type 2 diabetes and support weight loss by reducing appetite, increasing fullness, and lowering cravings for salty, sweet, and high-fat foods.

Social Media's Influence on Women Using Ozempic

Ozempic's rise on social media is reshaping women's ideas about weight loss

The use of hashtags such as #weightloss, #OzempicJourney, #WeightLossJourney



83.8% Women Think about weight loss



16.2% Men Think about weight loss

Social media influences women choices through:



Transformation posts ("before & after" images)



Medical-sounding language ("clinically proven," "doctor-recommended")



Emotional testimonials ("I finally feel confident again")



Beauty standards promoting thinness as the "ideal"



Influencer promotions that feel personal and relatable



Repetition through algorithms showing the same content over and over

Can Language on Social Media Drive Women to Ozempic?

WINDWARD MEDICAL CENTRE & PHARMACY

OZEMPIC INJECTIONS For Weightless

WEIGHTLOSS MANAGEMENT

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- ✓ **Value for All** Long-term sustainable weight loss.
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Struggling to lose stubborn weight? Discover how Ozempic can help you take control of your ...

The phrase 'Ozempic Injections' is written in large, bold text to capture the audience's attention. Using well-known phrases like this helps keep viewers engaged with the ad.

The ad highlights only the benefits of taking the medication, while ignoring potential downsides. It presents a fully positive view and does not show the people who actually need Ozempic, such as those with type 2 diabetes.

The phrase 'struggling to lose stubborn weight' is used to hook the audience. People who relate to this statement are more likely to stop and engage with the ad to learn more.

The image of a measuring tape on a person's body suggests that taking this drug will help you achieve the desired 'thinness' you can measure and see for yourself.

The phrase 'now available' gives the impression that the drug is ready for purchase. It suggests that whenever someone is ready, the company has it available for them.

The shared icon on this social media post shows how much people interacted with the post and number of people who decided to share the post.

"Did you know? While some voices are ignored, influencers and pharma drive the Ozempic conversation"

The conversation around Ozempic is shaped by powerful voices such as social media influencers, pharmaceutical companies, healthcare professionals, and weight-loss clinics, while those whose voices are often silenced include actual diabetes patients who need the drug, people harmed by side effects, and individuals without financial access