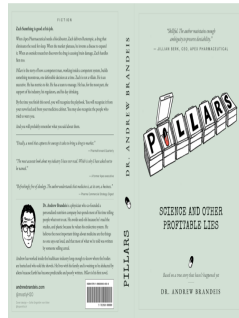


# Pillars Press Kit



## Press Kit Overview

### Pillars: Science and Other Profitable Lies

*Pillars: Science and Other Profitable Lies* is an adult satirical novel by Dr. Andrew Brandeis, a physician and healthcare entrepreneur. The book follows Zach Sumthing, a pharmaceutical marketing executive who launches Restempic, a fictional drug that eliminates the need for sleep, then helps invent the disease and cultural narrative needed to expand the market.

The novel is funny, pharma-literate, morally slippery, and increasingly horrifying. It uses the machinery of pharmaceutical marketing to examine how institutions build narratives, neutralize critics, and turn commercially useful ideas into public truth.

## Press Kit Contents

- *06\_press\_release\_draft.md* - announcement release
- *11\_press\_kit\_overview.md* - press kit index and positioning
- *12\_book\_fact\_sheet.md* - quick-reference book details
- *13\_media\_angles\_and\_talking\_points.md* - interview angles and usable discussion prompts
- *14\_press\_faq.md* - answers to likely press questions, including the fictional ecosystem
- *04\_author\_bio.md* - short, medium, and extended author bios
- *09\_asset\_inventory.md* - cover, visual assets, manuscript, and public links

## One-Sentence Description

A pharmaceutical marketing executive launches a drug that eliminates sleep, invents a disease to expand the market, and discovers that a civilization does not need to be conquered when it can be persuaded to optimize itself.

## Short Description

When Apex Pharmaceutical needs a blockbuster, marketing executive Zach Sumthing finds a shelved narcolepsy molecule with an impossible side effect: people who take it stop needing sleep. He repackages exhaustion as inefficiency, launches Restempic, and helps build the disease category, expert consensus, and cultural permission structure required to make the drug feel inevitable. As Restempic becomes less a product than a way of life, Zach realizes that the system he helped build no longer needs him to keep going.

## Primary Press Positioning

*Pillars* is a satirical novel about pharmaceutical marketing, wellness culture, productivity obsession, and the stories institutions tell when profit needs a moral vocabulary.

## Secondary Press Angles

- A physician writes a pharma satire from inside the healthcare/wellness ecosystem.
- A fictional anti-sleep drug becomes a mirror for real productivity culture.
- The book uses in-world websites and fictional corporate artifacts as literary worldbuilding.
- The novel asks what happens when rest becomes economically inconvenient.
- The satire targets incentive structures, not any one real company or product.

## Public Links

- Pillars landing page: <https://pillars-book.com>
- Apex Pharmaceutical: <https://apex-pharmaceutical.com>
- Restempic: <https://restempic.com>
- Apex Dispatches: <https://apexpharma.substack.com>

## Media Contact

[Name]

[Email]

[Phone]

# Book Fact Sheet

## Book

Title: *Pillars: Science and Other Profitable Lies*

Author: Dr. Andrew Brandeis

Category: Adult satirical fiction / upmarket commercial fiction

Length: Approximately 65,000 words

Status: Manuscript available

Publication status: Seeking representation

## Hook

A pharmaceutical marketing executive launches a drug that eliminates the need for sleep, invents a disease to expand the market, and watches the world reorganize itself around the narrative he built.

## Tone

Funny, clinical, morally slippery, pharma-literate, literary, and increasingly horrifying.

## Main Character

Zach Sumthing is a pharmaceutical marketing executive at Apex Pharmaceutical. His gift is turning moral discomfort into messaging architecture. His tragedy is that he understands exactly what he is doing and does it anyway.

## Core Fictional Elements

- Apex Pharmaceutical: the fictional company behind Restempic
- Restempic: the fictional drug that eliminates the need for sleep
- Jillian Berk: Apex's Silicon Valley-style CEO
- Apex Dispatches: an in-world publication that extends the novel's corporate language

## Comparable Works

- *Thank You for Smoking* by Christopher Buckley
- *Then We Came to the End* by Joshua Ferris
- *Severance* by Ling Ma
- *The Circle* by Dave Eggers
- Tonal territory: *Black Mirror*

## Author

Dr. Andrew Brandeis is a physician and co-founder of a personalized nutrition company. His work in healthcare, wellness, and consumer behavior gave him a close view of how medical narratives are built, sold, defended, and absorbed into everyday life. *Pillars: Science and Other Profitable Lies* is his first novel.

## Disclosure

Restempic is fictional. Apex Pharmaceutical and Apex Dispatches are in-world extensions of the novel *Pillars: Science and Other Profitable Lies*.

# Media Angles And Talking Points

## Core Media Angles

### 1. What If Sleep Became Optional?

*Pillars* begins with a fictional pharmaceutical premise: a drug that eliminates the need for sleep. The question is not only whether such a drug should exist, but how quickly a tired, productivity-obsessed culture would learn to want it.

### 2. A Physician Writes A Pharma Satire

Dr. Andrew Brandeis brings firsthand fluency in healthcare, wellness, patient behavior, and medical messaging to a satire about how commercial narratives become public truth.

### 3. The Disease Comes After The Drug

The novel explores a familiar but uncomfortable commercial pattern: once a product exists, language, experts, institutions, and consumer identity can be organized around expanding the market.

### 4. Productivity Culture As Body Horror

Restempic begins as a productivity drug. Its deeper horror is cultural: a world where rest becomes morally suspicious, exhaustion becomes a personal failure, and opting out becomes economically irrational.

### 5. Fictional Worldbuilding As Literary Discovery

The book is supported by fictional public artifacts from the world of the novel, including Apex Pharmaceutical, Restempic, and Apex Dispatches. These are not medical claims or deception campaigns; they are literary extensions that make the satire feel close enough to touch.

## Interview Prompts

- Why use pharmaceutical marketing as the engine for satire?
- What does Zach Sumthing understand about the system that other people do not?
- Why is sleep the perfect target for a fictional drug like Restempic?
- How does wellness culture blur the line between care and optimization?
- What makes a bad idea feel reasonable inside an institution?
- How do critics get neutralized without anyone needing to lie outright?
- Why build fictional websites and corporate artifacts around a novel?
- What ethical guardrails matter when creating realistic in-world materials?
- How does being a physician shape the satire?
- What does the title *Science and Other Profitable Lies* mean?

## Pull-Quote Candidates

*The central question is not whether a drug like Restempic should exist. The question is how quickly we would rationalize it if it did.*

*Pillars is a satire about the stories institutions tell when profit needs a moral vocabulary.*

*Restempic does not conquer the world. It gives the world permission to keep doing what it already wanted to do.*

*Zach Sumthing is not a villain because he misunderstands the system. He is frightening because he understands it completely.*

## **Boundaries For Interviews**

- Restempic is fictional.
- Apex Pharmaceutical is fictional.
- The novel critiques incentive structures, not specific real companies or individual products.
- Avoid positioning the project as a prank, hoax, or real medical campaign.
- Do not describe Restempic as a drug that readers should want, seek, prescribe, or use.

## Press FAQ

### What is *Pillars: Science and Other Profitable Lies*?

*Pillars* is an adult satirical novel about pharmaceutical marketing, productivity culture, and the way institutions turn profitable narratives into public truth. It follows Zach Sumthing, a pharmaceutical marketing executive who launches Restempic, a fictional drug that eliminates the need for sleep.

### Is Restempic real?

No. Restempic is fictional. It is part of the world of *Pillars: Science and Other Profitable Lies*.

### Is Apex Pharmaceutical real?

No. Apex Pharmaceutical is a fictional company created as part of the novel's worldbuilding.

### Why create websites and public-facing materials for fictional entities?

The Apex Pharmaceutical, Restempic, and Apex Dispatches materials are literary extensions of the novel. They let readers encounter the book's corporate language and cultural logic before meeting the story underneath it.

### Is this an anti-pharma book?

The book is a satire of incentive structures, not a blanket argument against medicine. Its target is the machinery that can turn care, science, regulation, marketing, and consumer desire into a self-protecting commercial narrative.

### Why write about a drug that eliminates sleep?

Sleep is biologically essential but culturally vulnerable. It is easy to imagine a productivity-obsessed world treating rest as an inefficiency, then building moral and economic pressure around the people who still need it.

### How does the author's medical background inform the novel?

Dr. Andrew Brandeis's work as a physician and healthcare entrepreneur gives him fluency in medical language, patient behavior, wellness culture, and the gap between clinical reality and commercial storytelling.

### What kind of readers is the book for?

Readers who like corporate satire, morally compromised narrators, literary commercial fiction, near-future unease, medical and wellness culture, and stories about systems that make bad decisions feel rational.

### What are the best comparisons?

The current comparison set includes *Thank You for Smoking*, *Then We Came to the End*, *Severance*, *The Circle*, and the tonal territory of *Black Mirror*.

## **Is the book available?**

The manuscript is complete and currently seeking literary representation.

## **Who should press contact?**

[Name]

[Email]

[Phone]

# Author Bio

## Short Bio

Dr. Andrew Brandeis is a physician, entrepreneur, painter, musician, husband, and father. He co-founded a personalized nutrition company and has worked inside the healthcare and wellness industries long enough to understand the distance between what medicine says, what marketing sells, and what people want to believe. *Pillars: Science and Other Profitable Lies* is his first novel.

## Medium Bio

Dr. Andrew Brandeis is a physician and co-founder of a personalized nutrition company. His work in healthcare, wellness, and consumer behavior gave him a close view of how medical narratives are built, sold, defended, and absorbed into everyday life. He is also a painter, musician, yogi, husband, and father, though not necessarily in that order and rarely at the same time. *Pillars: Science and Other Profitable Lies* is his first novel.

## Extended Bio

Dr. Andrew Brandeis is a physician who co-founded a personalized nutrition company but spends much of his time telling people what not to eat. He has worked inside the healthcare and wellness industries long enough to understand the distance between what medicine says, what marketing sells, and what people are willing to believe when the story is useful.

He is also a painter, musician, yogi, husband, and father, though not necessarily in that order and definitely not at the same time. He believes the most important things about medicine are often the things no one is allowed to say out loud.

*Pillars: Science and Other Profitable Lies* is his first novel.

## Notes To Refine

- Add location if desired.
- Decide whether to lead with "physician" or "healthcare entrepreneur" depending on the agent/press target.
- Keep the author voice alive, but make sure formal submissions do not become too jokey too early.