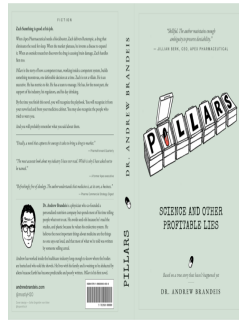


# Pillars Press Release



## Press Release Draft

FOR IMMEDIATE RELEASE

### *Pillars: Science and Other Profitable Lies* Turns Pharmaceutical Marketing Into A Satirical Mirror

Physician and healthcare entrepreneur Dr. Andrew Brandeis announces his debut novel, a darkly comic story about medicine, ambition, productivity culture, and the machinery that turns a profitable narrative into public truth.

[CITY, STATE] - Dr. Andrew Brandeis has announced *Pillars: Science and Other Profitable Lies*, a satirical novel following Zach Sumthing, a pharmaceutical marketing executive tasked with launching a drug that eliminates the need for sleep.

When Apex Pharmaceutical needs a blockbuster, Zach finds Restempic, a shelved research molecule with an unusual side effect: people who take it stop needing sleep. What begins as a product strategy becomes a cultural transformation. Sleep is reframed as inefficiency, fatigue becomes a market opportunity, and the world begins defending the system built to exploit it.

*Pillars* uses the pharmaceutical industry as its backdrop, but its target is larger: the way narratives are built, critics are neutralized, institutions are protected, and populations are trained to participate in their own manipulation.

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

The novel is supported by an in-world literary campaign including Apex Pharmaceutical, Restempic, and Apex Dispatches: fictional artifacts designed to extend the world of the book and make its critique feel unsettlingly close to reality while clearly identifying Restempic and Apex as part of the novel's fictional universe.

*Pillars: Science and Other Profitable Lies* is Dr. Brandeis's first novel.

## About The Author

Dr. Andrew Brandeis is a physician and co-founder of a personalized nutrition company. His work in healthcare and wellness has given him a close view of how medical narratives are built, sold, defended, and absorbed into ordinary

life. He is also a painter, musician, yogi, husband, and father.

## Links

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

## Disclosure

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

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