

# VOGUE

## What You Need to Know About Ozempic

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The diabetes drug that's fueling Hollywood's harmful weight-loss obsession

“Ah, ah, ah, Ozempic,” they murmur in a frequently aired commercial for Novo Nordisk’s Type 2 diabetes drug Ozempic. The jingle is set to the tune of a song by the 1970s band Pilot called “Magic,” which is fitting: The drug, which can reportedly help manage blood sugar and cause rapid weight loss, is hailed by those in the know as a miracle cure. “Patients see it as a miracle drug,” says [Dr. Paul Jarrod Frank](#), a New York dermatologist and surgeon. Like many doctors, he gets questions about the drug with dizzying frequency. “I’ve never seen another drug that has integrated so quickly into the social language of modern culture, except for Viagra and Botox.”

