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On Saturday, I went and saw War of the Worlds. Worlds was a good adaptation of a good novel. But, despite the marketing machine behind it, two of my friends didn't come because of Tom Cruise's recent antics. Some have said that the film's success proves that the public can separate an actor's private life from his work. Yet, everyone was talking about the Lauer-Cruise interview. Maybe the percentage was small, but there are those who didn't go because of it.Can a person's actions be a liability to a company? One could point to Steve Jobs or Michael Eisner, but their criticism hasn't been of a personal nature. The big business personalities don't get the same scrutiny that celebrities do. But, when those celebrities are tied to business, like an actor in a film or a spokesman in a commercial, the backlash to a company can be huge. Remember Madonna's incident with Pepsi?In the last few decades the fields of business and entertainment have been inextricably tied together. With endorsements, sponsorships, and alliances, companies have become bound to the fickle nature of celebrity and public opinion. Is the gamble worth it? When is using a celebrity the wrong way to market? Antipsychotic medications are often used to treat schizophrenia and come in oral form or by injection.Schizophrenia is a progressive mental health condition. It can start with unassuming symptoms such as poor sleep and irritability, only to advance into more serious changes in function and psychosis in some cases.Psychosis, or when the brain is unable to distinguish between what's real and what isn't, can come in the form of:Hallucinations: Sensory experiences of things not present, such as seeing or hearing someone who isn't really there.Delusions: A stalwart belief in something proven to be untrue, no matter how much evidence is presented.Disorganized thinking: Illogical patterns of thoughts and speech.Movement disorder: Irregular, sometimes repetitive movement patterns.Negative symptoms: A loss of functionality such as low energy, emotional "flatness," or a loss of pleasure experience.Symptoms of schizophrenia can be extremely challenging to overcome, but medications such as an antipsychotic injection may help keep debilitating features of this condition at bay.Antipsychotic schizophrenia injections are considered long-acting injectables (LAIs). According to the National Alliance on Mental Illness, LAIs can last from 2 to 12 weeks, depending on the type you're using.LAIs fall into two categories:typical (first generation)atypical (second generation)First-generation LAIs used for schizophrenia injections have been around the longest and include:fluphenazine decanoate (Prolixin Decanoate or "Dec")flupenthixol decanoate (Depixol)haloperidol decanoate (Haldol)zuclophenthixol decanoate (Clopixol)Second-generation LAIs used for schizophrenia injections include some of the latest formulations and may come with fewer side effects. These LAIs include:aripiprazole (Ablifyl Maintena, Aristada)paliperidone (Invega Hafyera, Invega Trinza, Invega Sustenna)risperidone (Risperdal Consta, Perseris)olanzapine (Zyprexa)According to research from 2018, antipsychotic injection works in the same manner as other antipsychotic medications — by targeting neurotransmitter receptors in the brain thought to be responsible for schizophrenia symptoms.Though the exact modes of influence aren't fully understood, experts believe antipsychotics influence the neuronal firing and plasticity of dopamine, adrenaline, and serotonin receptors.What sets LAIs apart from many oral medications is the mechanism of delayed release. Instead of relying on a daily pill to refresh your medication levels, a schizophrenia injection releases slowly over the course of a few weeks.Invega Trinza, one of the most recent formulations of schizophrenia injection, is also one of the longest-lasting, with one dose offering 3 months of symptom control.Newer generation antipsychotic injections appear to have similar safety and efficacy as their oral counterparts, according to research from 2017, but with several additional benefits.A 2021 review on Invega Trinza found that the 3-month injectable was better at preventing symptom recurrence compared to the oral version of the medication. The authors noted this was likely due to the improved compliance factor of a longer dosing interval.Invega Trinza was also found to be just as safe and effective as the oral version.Similar efficacy and adherence benefits were seen in a 2017 review when LAIs were used to treat schizophrenia in children and adolescents.In addition to compliance and consistent dosing, there may be other benefits to using a schizophrenia injection, including:medical professionals can monitor adherenceinteracting with your healthcare team more frequentlylower chance of accidental or deliberate overdosefewer hospitalizations or symptom recurrenceslower incidence of side effectsIf you and your doctor have decided to try a schizophrenia injection, what happens next can vary depending on the brand, your current medication status, and your history of treatment.AssessmentBefore starting any medication, a healthcare or mental health professional will likely review your medical history, symptoms, and influencing factors such as family health, lifestyle habits, or environmental exposures.You may also have a physical examination, diagnostic imaging, or laboratory testing to ensure there are no underlying conditions that might complicate the use of a schizophrenia injection.The injectionIf this is your first time on an LAI, you may also need to take an oral version of the medication to give the injectable time to start working.It can take up to 6 weeks for your medication to fully kick in.Receiving the schizophrenia injection takes only a moment. It's generally administered in the muscle of your arm or buttocks.The most common side effect of the injection is site irritation or pain, according to a 2021 review. Most mild injection site reactions resolve after 1 to 2 days.Excessive amounts of swelling, redness, unbearable soreness, or signs of a severe allergic reaction should be immediately brought to the attention of your doctor.Medical support will also be on the lookout for symptom breakthroughs and side effects during this time that may indicate a medication or dosing change is required.Your return appointments will be likely set up before you leave your current visit.Overall, LAIs and oral medications share the same list of side effects, though LAIs may have a lower rate of occurrence.Common antipsychotic side effects include:increased appetiteweight changesdizzinessnauseadry mouthrestlessnessLess commonly, antipsychotic use may result in more serious side effects such as: tardive dyskinesia (movement disorder)sexual dysfunctionincreased chance of diabetesvision changeshyperprolactinemia (milk production)If you're interested in learning more about using a schizophrenia injection for symptom management, a healthcare or mental health professional can go over the options.You can also learn more about schizophrenia or LAIs for treatment by calling the SAMHSA National Helpline at 800-662-4357.To locate care facilities in your area, you can visit the SAMHSA service locator here. If you're still unsure where to start, you can check out Psych Central's hub on finding mental health support.If you've found it challenging to adhere to an oral medication schedule in the past, you might benefit from a long-term schizophrenia injection.In addition to stabilized, consistent dosing, you may also find schizophrenia injections come with fewer side effects, fewer symptom breakthroughs, and improved control of treatment.Consider reaching out to a mental health professional to learn more about antipsychotic injections and how they may work for you. "Whoo-hoo!"Washington MutualAgency: TBWA/Chiat/Day (February to September 2008)Free checking inspires a customer to dream of being a disco dancer. The reality: WaMu's failure was the biggest bank collapse in U.S. history."Realize your dreams."Countrywide FinancialAgency: Dailey & Associates (Launched February 2004)A woman scolds her husband, "You said we couldn't afford this place." He admits he made a mistake. It took four years for the poor guy to be vindicated in the real world."You can count on us."IndyMac BankAgency: Designory (November 2007 to present)This slogan remains on onsite posters today, despite the bank's having been seized by the F.D.I.C. in July. (The takeover actually makes the bank even safer, a hopeful publicist notes.)"Don't judge too quickly. We won't."Ameriquest Mortgage CompanyAgency: DDB Los Angeles (2005 and 2006 Super Bowls)In one spot, a horrified woman hears her husband's doctor say, "That killed him!" after zapping a fly with a defibrillator. Point being: Banks are too swift in judging homebuyers as unfit for loans.VisitA Portfolio.comÀ for the latest business news and opinion, executive profiles and careers.À Portfolio.com© 2007 Condé Nast Inc. All rights reserved. The Day After 9/11, This Family-Owned Jam Company Lost All of Its Airline Business. But One Son's Strategic Rebrand Has Brought Lasting Success. The Art of Active Listening Requires Leaving Your Ego Behind Using This Color in Your Facebook Ads Could Increase Your Click-Through Rate Almost 3 Decades Ago, I Wrote Myself a Check for \$1 Million, When I Had Nothing. Here's Why. This Entrepreneur's Wellness Tech Platform Was Inspired By His Grandma's Garden Here Are the 7 Traits You Need to Get Rich in the Restaurant Industry Yankee Candle Founder's \$23 Million Estate Comes With an Indoor Water Park and Two 'Car Barns'