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Who's Profiting From Demand for Plan B?

A rush to stock up on emergency contraception could mean huge profits for the investors behind the well-known morning-after pill.

[Who's Profiting From Demand for Plan B? - The New York Times \(nytimes.com\)](#)

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The men profiting from demand for Plan B

Since the Supreme Court overturned *Roe v. Wade*, many [women have been rushing to stock up on emergency contraception pills](#), in hopes of exerting more control over their bodies, or because they're worried that the products could be restricted. ([Birth control remains legal across the United States.](#)) Drugstores have found themselves in short supply of the pills, and some are [limiting purchases](#).

The uptick in demand could add up to huge profits for the two private equity firms behind the most well-known morning-after pill, Plan B. It might also put Plan B in the middle of the abortion rights fight.

The all-male teams of investors behind Plan B are poised to make big bucks.

According to the websites of the two private equity firms, [Kelso](#) and [Juggernaut](#), only men make up the teams overseeing the maker of the top-selling emergency contraception in the United States. And their payday could be big. One dose of brand-name Plan B typically sells for around \$46. And it's probably quite profitable: It had a more than 85 percent profit margin when it was sold as a prescription drug by [Barr](#), said David Woodburn, a former analyst who covered the company. (Neither firm responded to DealBook's requests for comment about the gender makeup of their teams.)

Plan B's maker had exclusive marketing rights for three years after the F.D.A. extended the medication's [over-the-counter use](#) to all ages in 2013. That exclusivity

plays a big role in how well-known the brand is. The brand has competition from cheaper generic versions, but women often prefer familiar brands of health products like emergency contraception, analysts say. Teva, which acquired Barr, sold Plan B to Kelso and Juggernaut in 2017 for \$675 million. The firms run Plan B through Foundation Consumer Healthcare, a company that owns several over-the-counter brands, including the cold medicine Dimetapp.

The language on the emergency pill's packaging could pave the way for its restriction. Plan B works mainly by stopping the release of an egg from the ovaries. But [some believe that its maker had to use certain wording](#) to get it [approved by the F.D.A.](#) in 2006 for over-the-counter use. As such, Plan B's label says it may also prevent a fertilized embryo from attaching to the uterus. That distinction matters, because [some states](#) argue that a fertilized embryo is a person, which could create grounds for banning Plan B. To prevent that, Foundation Consumer and its owners could ask the F.D.A. for an updated label, but that could put the firms in the middle of political cross hairs they would probably rather avoid.

HERE'S WHAT'S HAPPENING

Ernst & Young is fined \$100 million over exam cheating. The S.E.C. handed out its largest fine against an auditing firm after finding that some auditors [had cheated on ethics exams](#). "It's simply outrageous that the very professionals responsible for catching cheating by clients cheated on ethics exams," said Gurbir Grewal, the commission's director of enforcement.

The Group of 7 leaders agree to seek price caps on Russian oil. As Russia's revenue from oil remains high, officials from the G7 agreed to [the temporary move](#) as a way to slow down President Vladimir Putin's war machine. The group will also pledge to [spend \\$4.5 billion this year](#) to counter global food shortages caused by the invasion of Ukraine.

At least 46 migrants are found dead in San Antonio in and around [an abandoned tractor-trailer](#). It appeared to be one of the worst episodes of migrant death in the U.S. in recent years. Officials suggested extreme heat had contributed to the deaths of the migrants, who are believed to have crossed into the country from Mexico.

China eases its quarantine rules for international arrivals. China's economy has endured months of uncertainty because of the country's strict Covid rules, but the Shanghai stock market jumped on the news that the mandated time in a quarantine facility will [drop to a week](#), half the current requirement.

Checking the receipts

Several companies have [pledged to help employees](#) travel across state lines for abortions since it first became apparent that the Supreme Court might overturn Roe v. Wade. But many of those firms have also donated to political campaigns that actively worked to undercut Roe. The journalist [Dan Rather asked](#) which supportive companies "also gave

money to senators who voted to confirm the justices who gutted this constitutional right?”

DealBook checked the records, and at least 11 companies that are offering to cover employees’ abortion-related travel expenses — Citigroup, Disney, Goldman Sachs, Google, Intuit, JPMorgan Chase, Meta/Facebook, Microsoft, PayPal, Salesforce, and Yelp — also gave to the [National Republican Senatorial Committee](#), which helped elect some of the lawmakers who confirmed the conservative justices appointed by President Donald Trump. Their contributions via company political action committees, which gather employee donations, totaled about \$440,000 from 2017 to the present, filings with the Federal Election Commission show.

The companies respond: A Yelp spokeswoman noted that the company gives to both Democrats and Republicans. An Intuit spokesman said its PAC was nonpartisan. A PayPal spokeswoman said its PAC had not made a political contribution since 2020. Citigroup and JPMorgan Chase declined to comment. Google, Facebook and Goldman did not respond to requests for comment, and Salesforce did not comment in time for publication.

Companies are big political spenders. “Leading public companies and their trade associations have been *the* dominant donors to the Republican Attorneys General Association and the Republican State Leadership Committee and, to a slightly lesser degree, to the Republican Governors Association,” said Bruce Freed of the Center for Political Accountability, a nonprofit group. Members of those Republican groups have worked to restrict abortion rights. The dating site company Match Group established a fund to cover costs associated with severe abortion restrictions in Texas last year, but [as Popular Information reported](#), the company also gave \$137,000 to the Republican Attorneys General Association, arguably undermining the rights of the women it now promises to support.