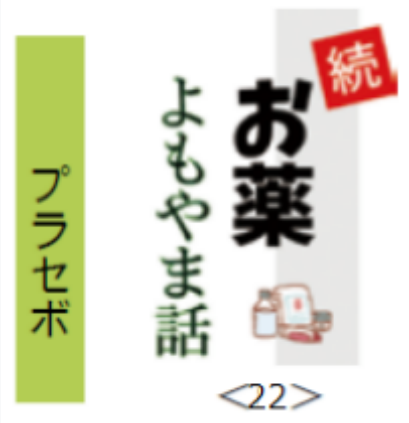
Placebo



In order to confirm the efficacy and safety of a drug, we use a real drug that contains active ingredients and a ``placebo'' that does not contain active ingredients.
For example, a medicine in the form of a tablet contains a small amount of the medicinal ingredient, which is the main effect, and ingredients (called excipients) such as lactose and starch that are used to make it easier to form. They are made entirely of excipients and are designed to look indistinguishable from real drugs. Therefore, a placebo has no therapeutic effect.

However, have you ever felt relieved when you were sick, thinking, "I just took the medicine and I'm fine?" Even if you unknowingly take a drug that does not contain any medicinal ingredients, the mere thought of taking the drug can have a psychological effect and produce an effect. This kind of effect is technically called the "placebo effect." The effect of seeing a doctor when you are unwell and receiving no special treatment or medication due to the psychological effects that relieve your symptoms and alleviate your symptoms is also a type of "placebo effect."

In order to confirm the efficacy of a new drug, it is necessary to obtain data by using both the real drug and a placebo in a manner that is hidden from the test subjects in order to eliminate such placebo effects.

A similar "relief effect" can be seen outside the world of medicine. For example, when you return home after a trip, you might mutter, "Home is the worst place after all," or you may feel relieved when you see the faces of your wife and family after a long business trip, but this is also psychological. It can be said that this is the most effective effect.