



diabetes
in a new *light*[™]

Diabetes in a New Light[™] Victoza[®] Fact Sheet

Diabetes in a New Light[™] aims to help adults tackle some of the most common challenges associated with type 2 diabetes management including finding an appropriate treatment.

For Paula Deen, finding a medication that fit into her busy life was of utmost importance. Paula is currently managing her type 2 diabetes with once-daily Victoza[®] (liraglutide [rDNA origin] injection) as part of her treatment plan.

What is Victoza[®]?

Victoza[®] is an injectable, non-insulin, once-daily medication that may help improve blood sugar levels in adults with type 2 diabetes.

How Does Victoza[®] Work?

Victoza[®] is very similar to a hormone in the body called GLP-1. GLP-1 is a natural hormone that helps the beta cells in the pancreas release the right amount of insulin to move sugar from the blood into the cells.

Like natural GLP-1, Victoza[®] works by stimulating the beta cells to release insulin only when blood sugar levels are high. By lowering blood sugar at the right time, Victoza[®] also helps keep blood sugar from becoming too low (hypoglycemia).

How is Victoza[®] Used?

Victoza[®] is taken once daily at any time, independent of meals.

Victoza[®] is injected into the stomach, thigh or upper arm area through a pre-filled pen device using one of the smallest and thinnest needles from Novo Nordisk available in the U.S.

The Victoza[®] pen device requires no refrigeration after first use.

How Effective is Victoza[®]?

Clinical trials have demonstrated that Victoza[®] provides significant and sustained A1C (average blood sugar control over 2-3 months) reduction. While not a weight-loss product, Victoza[®] may help patients lose some weight.

For more information about Victoza[®], visit www.DiabetesinaNewLight.com.

Please see Important Safety Information on next pages and accompanying Prescribing Information

Indications and Usage

Victoza[®] (liraglutide [rDNA origin] injection) is an injectable prescription medicine that may improve blood sugar (glucose) in adults with type 2 diabetes when used along with diet and exercise.

Victoza[®] is not recommended as the first medication to treat diabetes. Victoza[®] is not insulin and has not been studied in combination with insulin. Victoza[®] is not for people with type 1 diabetes or people with diabetic ketoacidosis. It is not known if Victoza[®] is safe and effective in children. Victoza[®] is not recommended for use in children.

Important Safety Information

In animal studies, Victoza[®] caused thyroid tumors – including thyroid cancer – in some rats and mice. It is not known whether Victoza[®] causes thyroid tumors or a type of thyroid cancer called medullary thyroid cancer (MTC) in people which may be fatal if not detected and treated early. Do not use Victoza[®] if you or any of your family members have a history of MTC or if you have Multiple Endocrine Neoplasia syndrome type 2 (MEN 2). While taking Victoza[®], tell your doctor if you get a lump or swelling in your neck, hoarseness, trouble swallowing, or shortness of breath. These may be symptoms of thyroid cancer.

Inflammation of the pancreas (pancreatitis) may be severe and lead to death. Before taking Victoza[®], tell your doctor if you have pancreatitis, gallstones, a history of alcoholism, or high blood triglyceride levels since these medical conditions make you more likely to get pancreatitis.

Stop taking Victoza[®] and call your doctor right away if you have pain in your stomach area that is severe and will not go away, occurs with or without vomiting, or is felt going from your stomach area through to your back. These may be symptoms of pancreatitis.

Before using Victoza[®], tell your doctor about all the medicines you take, especially sulfonylurea medicines or insulin, as taking them with Victoza[®] may affect how each medicine works.

Also tell your doctor if you are allergic to any of the ingredients in Victoza[®]; have severe stomach problems such as slowed emptying of your stomach (gastroparesis) or problems with digesting food; have or have had any kidney problems; have any other medical conditions; are pregnant or plan to become pregnant. Tell your doctor if you are breastfeeding to plan to breastfeed. It is unknown if Victoza[®] will harm your unborn baby or if Victoza[®] passes into your breast milk.

Your risk for getting hypoglycemia, or low blood sugar, is higher if you take Victoza[®] with another medicine that can cause low blood sugar, such as a sulfonylurea. The dose of your sulfonylurea medicine may need to be lowered while taking Victoza[®].

Please see Important Safety Information on next page and accompanying Prescribing Information

Important Safety Information (cont'd)

Victoza® (liraglutide [rDNA origin] injection) may cause nausea, vomiting, or diarrhea leading to dehydration, which may cause kidney failure. This can happen in people who have never had kidney problems before. Drinking plenty of fluids may reduce your chance of dehydration.

The most common side effects with Victoza® include headache, nausea, and diarrhea. Nausea is most common when first starting Victoza®, but decreases over time in most people. Immune system related reactions, including hives, were more common in people treated with Victoza® compared to people treated with other diabetes drugs in medical studies.

Please see accompanying Prescribing Information