

Pen users and healthcare professionals agree, when compared to other insulin pens, NovoPen® 4 is:

- Discreet
- Convenient
- Easy to learn, use, inject, and read dose scale

Free NovoPen® 4 for all patients using Novo Nordisk insulin



www.NP4.ca

NovoPen® 4
The reliable choice

Novo Nordisk. The one source for your insulin needs

Only Novo Nordisk has all the tools you need to help you achieve your treatment goals.

Full range of insulins	
Injection devices	
Needles	

REFERENCES: 1. CEP NovoPen® 4 Report. Data on file, Novo Nordisk, February 2006. 2. Kristensen CM. Accuracy and durability of NovoPen 4 insulin delivery device following lifetime testing and stress testing. Data on file, Novo Nordisk. 3. Data on file, Novo Nordisk Canada, May 2008. 4. Goke B, Gamba S, Erdtsieck RJ, Gilbey S, Schober E, Lytzen L, Kolaczynski M. NovoPen® 4 offers superior performance, handling and acceptance compared with NovoPen® 3 in insulin-treated diabetes patients. *Diabetes Technol Ther* 2005 Apr;7(2):379. 5. Somavilla B. Comparative assessment of NovoPen® 4, a new insulin pen system, among present NovoPen® 3 users. Data on file, Novo Nordisk. 6. Data on file, Novo Nordisk study ID: MS236HT External Handling test.

†n=407. 65.6% were NovoPen® 3 users, 18.1% HumanPen®Ergo users, 12.9% used other devices, 3.3% not reported.

*Accuracy tested by simulated use corresponding to three injections per day for five years.

‡To ensure that the selected insulin dose is delivered, leave the NovoFine® needle under the skin for at least 6 seconds. For further information, read the NovoPen® 4 User Manual.

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NovoPen® 4. Voted easiest insulin injection device to use^{1†}



- Over 98% of type 1 and type 2 patients surveyed found NovoPen® 4 easiest to use over their regular injection device^{1†}
- Over 98% of healthcare professionals surveyed believe NovoPen® 4 is easy/very easy for their patients to use¹

Trust your equipment



NovoPen® 4
The reliable choice

NovoPen[®] 4

The reliable choice

5 Accurate insulin delivery assured for at least 5 years^{2*}

NovoPen[®] is used by more than 4 million people worldwide, including over 200,000 Canadians.³

See, feel, hear the difference



See

3 times larger easy-to-read scale for secure dose setting^{4,5}

Over 90% of those surveyed confirmed that NovoPen[®] 4 has the easiest-to-read dose scale.^{1†}



Feel

Less force⁵ needed to inject and short push button for a controlled dose delivery^{4,5}

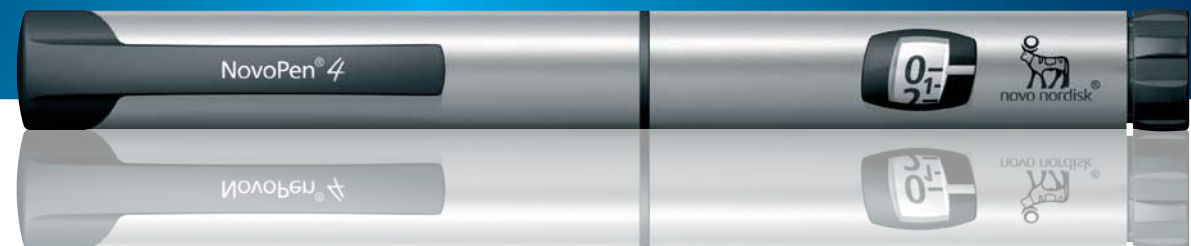
95% of those surveyed felt the injection button was very easy or easy to push down.^{1†}



Hear

End-of-dose click confirmation – reassures correct insulin delivery^{6†}

In a separate study, 100% of participants found the end-of-dose click confirmation very useful/pretty useful.⁵



Actual size