RTC Mail Tester <rtc.smtp@gmail.com> From: Sent: Thursday, July 17, 2014 5:39 PM To: Stokowski, Lauren

Subject: Conv Exist Mem Vic 001 A EM 1

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Taking medicine

should not be taken lightly





Model is for illustrative purposes only



As your diabetes changes, so should your diabetes treatment plan

As a Cornerstones4Care® member, you have access to a wide array of diabetes management tools, whenever you need them and all in one place. Check out the benefits of Victoza® (liraglutide [rDNA origin] injection), a non-insulin, type 2 diabetes prescription medication, below. Then ask your health care professional if Victoza® is right for you.

Victoza® starts to lower blood sugar in as soon as 2 weeks, lowers A1C—and has been shown to keep it down in a 2 -year study. It's taken once -a -day at any time of day, with or without meals. And, while it's not a weight loss product, Victoza® may help you lose some weight.

If your diabetes pill isn't getting you to goal, ask your doctor about non-insulin Victoza®.

Special savings

Ask your doctor about Victoza® and you may be able to pay no more than \$25 for each of your Victoza® prescriptions.*

*Restrictions apply

A Pen you can count on. The needle recommended for the Victoza® Pen (32G Tip) is the smallest, thinnest needle from Nova Nordisk available in the U.S. Most people who used this needle experienced little to no pain. **



**Multicenter, randomized, open-label, 2-period, crossover trial in insulin-treated patients with diabetes (type 1 or type 2). Patients were randomized to self-administer insulin injections with one needle type followed by the alternative, each for 7-14 days. The 2 needle types used were NovoFine* 32-gauge Tip x 6mm and NovoFine* 30-gauge Tip x

For comparison, here's how the NovoFine® needle looks next Needles are sold separately and may require a prescription in



Click here to learn more. If you have questions about Victoza®, call 1-877-4VICTOZA.

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

Victoza® is not recommended as the first medication to treat diabetes. Victoza® has not been studied in patients with history of inflammation of the pancreas (pancreatitis). Victoza® is not a substitute for insulin and has not been studied in combination with prandial (mealtime) 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



Enroll in VictozaCare[™] for prescription savings and a free box of needles.*

Click here

*Maximum savings of \$150 per prescription. Additional restrictions may apply. See terms and conditions.



You may be able to get exclusive savings with the Victoza® Instant Savings Card.*

Click

Restrictions apply



Find out about Victoza®, a medicine you take once a day.

<u>_earn more</u>



If you haven't already, check out the

Cornerstones4Care®

Diabetes Health Coach. It gives you information and

support tailored to your needs, wherever you are in your diabetes journey.

You'll get:

- A customized learning and action plan based on your personal health assessment
- Online coaching sessions and videos based on topics that matter to you
- Tools and trackers to monitor your progress
- Tips and reminders to help at every step

Login to get started

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.

Click here for more Important Safety Information.

Click here for Prescribing Information.

Keep moving forward

Eat & enjoy

Being physically active doesn't have to mean long workouts and aching muscles. Even small changes—like taking the stairs instead of the elevator—can add up to big differences.

Who says healthy eating has to be boring? Check out the Cornerstones4Care® Menu Planner for recipes that are not only good for you...they taste great too!

Find out more

<u>Diabetes medicines</u> like Victoza® work together with <u>healthy</u> <u>eating</u> and <u>physical activity</u> to help manage your blood sugar. Cornerstones4Care.com—the more you use the site, the better it gets at delivering the tips and tools you need. So be sure to visit often!

Important Safety Information (cont'd)

Do not use Victoza® if you are allergic to liraglutide or any of the ingredients in Victoza®. Serious allergic reactions can happen with Victoza®. If symptoms of serious allergic reactions occur, stop taking Victoza® and seek medical attention. Pancreatitis may be severe and lead to death. Before taking Victoza®, tell your doctor if you have had 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. If you use Victoza® with insulin, you may give both injections in the same body area (for example, your stomach area), but not right next to each other.

Also tell your doctor if you have severe stomach problems such as slowed emptying of your stomach (gastroparesis) or problems with digesting food; have or have had kidney or liver problems; have any other medical conditions; or are pregnant or plan to become pregnant. Tell your doctor if you are breastfeeding or 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 or insulin. The dose of your sulfonylurea medicine or insulin may need to be lowered while taking Victoza®.

Victoza® 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.

Download Victoza® Prescribing Information and Medication Guide.

Wishing you good health,

Your Cornerstones4Care® Team Victoza® is a prescription medicine.

Talk to your doctor about the importance of diet and exercise in your treatment plan.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.



Partnership for If you need assistance with prescription drug costs, help may be available. Visit pparx.org or call 1-888-4PPA-NOW.

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