

## Help patients start early with Victoza®

-1.5%  
HbA<sub>1c</sub>

Quick and lasting  
HbA<sub>1c</sub> reductions.<sup>2</sup>

-3.7 kg

The additional benefit  
of weight loss.<sup>2</sup>

Victoza®  
#1 prescribed GLP-1  
receptor agonist\*  
FDA & EMA  
APPROVED



Victoza®—the most prescribed  
GLP-1 receptor agonist with  
over 7 years of experience  
worldwide.<sup>1,3</sup>



Victoza® demonstrated CV risk reduction in the **LEADER** trial.<sup>4\*</sup>

\*The primary end point was the time from randomisation to a composite outcome consisting of the first occurrence of cardiovascular death, non-fatal myocardial infarction, or non-fatal stroke.

\* Results were seen at 12 weeks and sustained for 52 weeks.  
\* Internal calculations based on IMS Midas Quantum data, March 2016.

References: 1. Victoza® [summary of product characteristics]. 2. Pratley R, Nauck M, Bailey T, et al; for the 1860-LIRADPP-4 Study Group. One year of liraglutide treatment offers sustained and more effective glycaemic control and weight reduction compared with sitagliptin, both in combination with metformin, in patients with type 2 diabetes: a randomised, parallel-group, open-label trial. Int J Clin Pract. 2011;65(4):397-407. 3. Internal calculations based on IMS Health database, MIDAS March 2016. 4. Marso SP, et al. Liraglutide and cardiovascular outcomes in type 2 diabetes. N Engl J Med. June 13, 2016.



**VICTOZA**  
liraglutide

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\* Internal calculations based on IMS Midas Quantum data, March 2016.



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# Starting once-daily Victoza® is easy:<sup>1</sup>



\*Some patients are expected to benefit from an increase in dose from 1.2 mg to 1.8 mg.

## Victoza® can be combined with the following therapies:<sup>1</sup>

Therapy	Considerations
Metformin	No dose adjustments needed
Metformin + thiazolidinedione	
Sulphonylurea	Sulphonylurea dose reduction may be needed to minimise risk of hypoglycaemia
Metformin + Sulphonylurea	

Basal insulin in patients not achieving adequate glycaemic control with Victoza® and metformin

Reference: 1. Victoza® [summary of product characteristics].

### do

- ✓ wash your hands before use
- ✓ store new pens in the refrigerator, but away from cooling element
- ✓ keep your pen away from dust, dirt and all kinds of liquids
- ✓ wipe outside of pen with a clean, damp cloth when needed
- ✓ use a new needle for each injection
- ✓ ask your doctor if you have any questions about using your Victoza® pen

### do not

- ✗ expose pen to direct sunlight or excessive heat (over 30°C)
- ✗ freeze your Victoza® pen
- ✗ use if open for longer than 30 days, or if cloudy, coloured or contaminated
- ✗ try to repair your pen or pull it apart
- ✗ share your pen or needles with anyone else
- ✗ store your pen with the needle attached



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