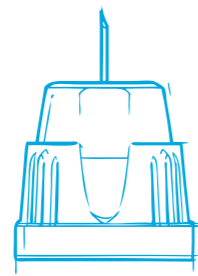


the novo nordisk history of insulin devices

2014

NOVOFINE® PLUS

NovoFine® Plus is an ultra-thin, ultra-short 32G 4 mm pen needle designed to reduce needle anxiety and pain associated with injections.^{1,2} It is compatible with all major pen devices.³



2012

NOVOPEN® 5

NovoPen® 5 includes a memory function to show patients when they last injected insulin and how much insulin was taken. According to recent findings, memory issues may be a serious obstacle to optimal diabetes control.⁴

93%

of people with diabetes have problems remembering whether they have taken their dose or not.⁴

INCLUDES A MEMORY FUNCTION

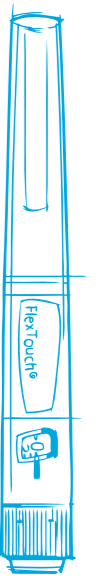


2011

FLEXTOUCH®

A built-in spring injection mechanism means the insulin pen only requires a light touch to deliver the insulin, irrespective of the dose. FlexTouch® is the first prefilled insulin pen where the push-button does not extend.⁵

Twist. Touch. Done.



2006

NOVOPEN® 4

Building on the success of NovoPen® 2 and 3, NovoPen® 4 is designed to further advance the simplicity, safety and reliability of insulin injection. It includes a larger easy-to-read scale for secure dose setting and audible end-of-dose confirmation.⁶

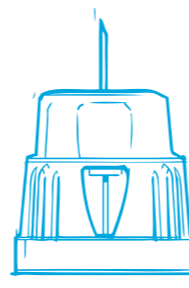
5 years durability⁷



2009

NOVOTWIST®

A needle designed to attach simply through twisting, eliminating the 'turn, turn, turn' attachment of conventional needles. It was awarded the 2010 GOOD DESIGN™ Award, based on design innovation beyond what is ordinary and on whether a product can enrich society and people's lives.

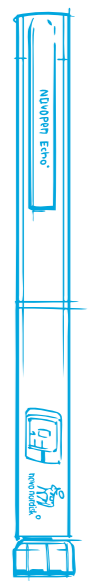


2010

NOVOPEN ECHO®

The first insulin pen to combine dosing in half-unit increments often required by children, with a simple, easy-to-use, memory function and a short button travel.⁸

500,000 children worldwide have type 1 diabetes.⁷



2005

NOVOFINE® AUTOCOVER®

The needle is encased before and immediately after injection to reduce the risk of accidental needle stick injuries for healthcare professionals and patients with diabetes.

Needle stick injuries account for up to **80%** of accidental exposures to blood.¹⁰



2001

FLEXPEN®

Used by more than three million people worldwide,¹¹ FlexPen® is designed for easy and discreet use.¹² It has colour-coded labels for quick and easy identification of the type of insulin.



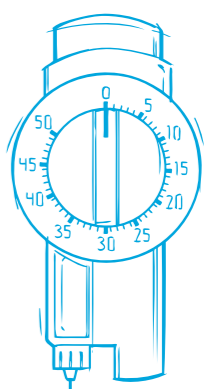
INDUO®

The first combined blood glucose monitoring and insulin dosing system. For discreteness, the case is designed to look like a mobile phone.



INNOLET®

The first insulin system designed for people with impaired eyesight or reduced manual dexterity or difficulties learning the injection procedure.

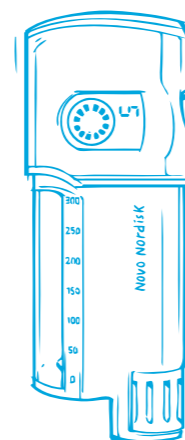


1999

INNOVO™

First of a new generation of devices with electronic features that allow patients to check when the last dose of insulin was injected and how much insulin was taken.

First with electronic features¹⁴



2000

NOVOPEN® JUNIOR

Addressing the needs of children and teenagers with diabetes, NovoPen® Junior includes half-unit dosing increments and is available in a colourful design. The predecessor to NovoPen Echo®.



PENMATE®

Aiming to reduce pain perception, PenMate® hides the needle during the entire injection process.

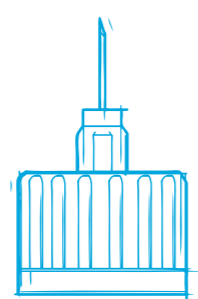
It is estimated that up to **10%** of the general population has a needle phobia, which can lead to patients avoiding medical care.¹³



1991

NOVOFINE®

Building on the heritage of the first disposable pen needle launched with NovoPen®, NovoFine® is a thinner needle designed to improve comfort for people with diabetes.¹² Introduced in 28G 12 mm and later launched in thinner and shorter versions of 8 and 6 mm.



1989

NOVOLET®

The world's first prefilled pen¹⁵ combining simplicity, accuracy and the convenience of a disposable pen. Since 1989 more than 250 million NovoLet® pens have been used by more than one million patients.¹⁶



1985

NOVOPEN®

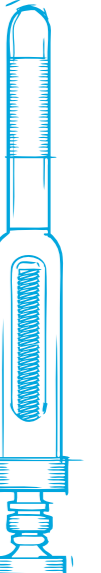
As the world's first insulin pen, NovoPen® offered a completely new mobility, simplicity, and discreteness of insulin injection. Compared to the vial and syringe used by most people with diabetes at the time, it revolutionised the possibilities of diabetes self-management.¹⁷



1925

INSULIN NOVO AND THE NOVO SYRINGE

The world's first insulin injection device specifically designed for insulin self-management. It included unit dosing increments, a device to keep the needle sterile between injections and was developed with an insulin cartridge. It was a major innovation at a time when diabetes was a lethal disease requiring specialist care.



Novo Nordisk Devices
Imagined by patients. Engineered by Novo Nordisk.

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