



NovoLog[®]
insulin aspart (rDNA origin) injection

Welcome to
NovoLogCare[™]

Part of **Cornerstones4Care**[™],
the Novo Nordisk support program.

Individual results
may vary.

Save
up to **\$125** on up to
4 co-pays

And get your Mealtime Companion

Go to [Cornerstones4Care.com/savings](https://www.Cornerstones4Care.com/savings)
or call 1-877-675-1629



Diabetes is our passion and our business

The innovative spirit of Novo Nordisk began when August Krogh—a Nobel Prize-winning physiologist and a dedicated husband seeking to help his wife effectively treat her diabetes—laid the foundation for what was to become one of the world’s leading diabetes companies.

As a leader in diabetes, Novo Nordisk is dedicated to improving diabetes care worldwide. Novo Nordisk first marketed insulin for commercial use in 1923. Today, the majority of our voting shares are held by the Novo Nordisk Foundation. This not-for-profit institution donates to scientific, humanitarian, and social causes.

Novo Nordisk offers a broad line of medicines for diabetes, in addition to having created the world’s first prefilled pen device for injections.

For more information about Novo Nordisk products for diabetes care, call 1-800-727-6500.

About Diabetes

What is Diabetes?

When you eat, some of your food is broken down into sugar (also called glucose). Sugar travels in your blood to all your body’s cells, where it is needed for energy. A hormone called insulin helps sugar move from your blood into your cells.

When you have diabetes:

- n Your pancreas makes little or no insulin, or
- n Your body prevents the insulin you do make from working right

As a result, sugar can’t get into your cells. So it stays in your blood. That’s why your blood sugar gets too high (also called hyperglycemia).



Learn more at [Cornerstones4Care.com](https://www.Cornerstones4Care.com)

NovoLog® (insulin aspart [rDNA origin] injection):

Your Partner at Mealtime

NovoLog® is in your Corner

You and your doctor have decided to make NovoLog®, a fast-acting mealtime insulin, a part of your diabetes care plan. And whether you're already taking long-acting insulin or are new to insulin pump therapy, this is good news!

Keep in mind that diabetes changes over time. So you sometimes have to make changes in your treatment to keep up with these changes. It does not mean your care plan didn't work. And it certainly does not mean that you have failed in some way. It's just the way diabetes is.

This brochure gives you some basic information about diabetes and NovoLog®. It tells you where to go to learn more. You'll find out about [Cornerstones4Care™](#), our support program that can help make your diabetes care plan easier to follow. And you'll discover how you can save up to **\$125 off** your next 4 co-pays.

Can't wait to find out? Turn to the back cover.

What is NovoLog®?

NovoLog® is a safe and effective mealtime insulin that can help you get to your blood sugar goal. It has been used and trusted by millions of patients since 2000. In fact, it is the #1-selling fast-acting insulin in the world.*

*IMS Health Inc. IMS National Sales Perspectives (12 months ending December 2010).

Indications and Usage:

NovoLog® (insulin aspart [rDNA origin] injection) is a man-made insulin that is used to control high blood sugar in adults and children with diabetes mellitus.

Important Safety Information:

Do not take NovoLog® if your blood sugar is too low (hypoglycemia) or if you are allergic to anything in NovoLog®. If you take too much NovoLog® your blood sugar may fall too low.

Please see Important Safety Information throughout and on pages 28-31, and Prescribing Information inside the booklet in the back pocket of this brochure.

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NovoLog® (insulin aspart [rDNA origin] injection) mimics the body's own insulin release after eating, helping you control your blood sugar after meals. This may help you get closer to your target blood sugar levels.

Some people with diabetes take regular human insulin. NovoLog® is different. It is an analog insulin—a more recently developed type of medicine. And it works fast. Take NovoLog® and eat within 5 to 10 minutes. You don't have to wait 30 minutes, like you do with regular human insulin.

Testing your blood sugar when taking NovoLog®

You and your diabetes care team will decide when and how often to check your blood sugar. Here are some times when you may want to check:

- n When you wake up
- n Before meals or large snacks
- n 1 to 2 hours after meals
(This is called "postprandial plasma glucose" or "PPG")
- n Before and within minutes after physical activity

Another test, called the A1C test, measures your estimated average blood sugar over the past 2 to 3 months. This may show how well NovoLog®, as part of your overall diabetes care plan, is helping to control your blood sugar levels over time.

Important Safety Information:

NovoLog® is a fast-acting insulin. You should eat a meal within 5 to 10 minutes after using NovoLog® to avoid low blood sugar. Do not inject NovoLog® if you do not plan to eat right after using NovoLog®. Check your blood sugar levels. Ask your health care provider what your blood sugars should be and when you should check your blood sugar levels. Alcohol, including beer and wine, may affect your blood sugar when you take NovoLog®.

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NovoLog®
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Available in FlexPen®:

The world's #1 selling prefilled insulin pen*

You can get NovoLog® (insulin aspart [rDNA origin] injection) in FlexPen®. This discreet, prefilled, dial-a-dose insulin pen fits neatly in your pocket or purse. So you can take it with you almost anywhere. See the booklet in this brochure's back pocket for more about the benefits of FlexPen®.

NovoLog® FlexPen® can use NovoTwist® 30G (8mm) and 32G Tip (5mm) needles, our thinnest needles available.† The first single-twist needle, NovoTwist® is less time-consuming to attach.

*IMS Health Inc. IMS MIDAS (12 months ending December 2010).



†Needles are sold separately and may require a prescription in some states.

Important Safety Information:

Needles and NovoLog® FlexPen® must not be shared.

Please see Important Safety Information throughout and on pages 28-31, and Prescribing Information inside the booklet in the back pocket of this brochure.

Storing NovoLog®

NovoLog® FlexPen®, 3-mL PenFill® cartridge,* and 10-mL vial: stable in storage

	Temperature	Storage
In-use ^{††} (opened)	Room temperature (up to 86°F)	28 days
Not In-use (unopened)	Room temperature (up to 86°F)	28 days
Not In-use (unopened)	Refrigerated	Until expiration date

*3-mL PenFill® cartridge is available for NovoPen® Junior and NovoPen® 3.

†FlexPen® and PenFill® cartridges in use (opened) must NOT be stored in the refrigerator.

‡Vials in use (opened) may be stored in the refrigerator.

If you have type 1 diabetes, turn to page 10 to learn how NovoLog® can help you. If you have type 2 diabetes, turn to page 14.

NovoLog®
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Questions about NovoLog®?
Call 1-800-727-6500

NovoLog® (insulin aspart [rDNA origin] injection) and Type 1 Diabetes

Type 1 diabetes usually occurs in children and young adults. That's why it used to be called "juvenile diabetes." But type 1 diabetes can also appear in older adults. Five to ten percent of all diagnosed cases of diabetes are type 1 diabetes.

If you have type 1 diabetes, your body makes little or no insulin. Insulin helps sugar move from your blood into your cells, where it is needed for energy. So you must take your NovoLog® as prescribed every day.

What is "intensive" or "basal-bolus" insulin therapy?

In people who do not have diabetes, the body makes low levels of insulin throughout the day. When blood sugar goes up, or "surges," such as after a meal, the body reacts by releasing more insulin.

To mimic the body's natural insulin patterns, some people with diabetes use intensive insulin therapy. This means taking a long-acting, or "basal" insulin once or twice daily to help control blood sugar levels between meals and

when you sleep; and a fast-acting "bolus" insulin like NovoLog® at mealtime. Intensive insulin therapy is also called "basal-bolus therapy."

Taking medicines like NovoLog® is just one of the things you do to manage type 1 diabetes. The other main parts of a typical diabetes care plan include:



Healthy eating



Diabetes self-management,
such as checking your blood
sugar regularly



Physical activity

You can learn more, and find tools and tips to help you follow your diabetes care plan, at [Cornerstones4Care.com](https://www.cornerstones4care.com).

Important Safety Information:

NovoLog® has not been studied in children with type 2 diabetes or in children with type 1 diabetes under the age of two.

Please see Important Safety Information throughout and on pages 28-31, and Prescribing Information inside the booklet in the back pocket of this brochure.

NovoLog®
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NovoLog® (insulin aspart [rDNA origin] injection) has a low rate of nighttime low blood sugar. In a study of patients with type 1 diabetes, people taking NovoLog® had fewer nighttime low blood sugar episodes than those taking regular human insulin.

What's more, NovoLog® stays in step with your activities and mealtimes. You and your healthcare provider can adjust NovoLog® to your eating and activity patterns. You can also adjust your NovoLog® dose for high or low blood sugar levels.

NovoLog® and Insulin pumps

Many people with type 1 diabetes use an insulin pump. This small, battery-operated device delivers small doses of NovoLog® throughout the day to give you your “basal” insulin. At mealtime, it delivers an additional “bolus” dose of NovoLog®.

NovoLog® has been proven safe and effective for use in insulin pumps in children age 2 and older with type 1 diabetes and adults with diabetes. And it is the first fast-acting insulin with an extended in-use time in external insulin pump reservoirs.

This table below shows how often to change NovoLog® in a pump. Please be sure to check the instructions that came with your pump.

Pump component	Time frame
Reservoir	up to 6 days
Infusion set and infusion set insertion site	up to 3 days

If you use an insulin pump, it's a good idea to have a back-up source for insulin. Ask your doctor if NovoLog® FlexPen®—or NovoPen® Junior, which offers half-unit dosing—could be a good option for you.

NovoLog® remains heat stable in pumps at normal body temperature (up to 98.6°F).

Important Safety Information:

Do not mix NovoLog® with any other insulins when used in a pump or with any insulins other than NPH when used with injections by syringe.

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NovoLog® (insulin aspart [rDNA origin] injection) and Type 2 Diabetes

Type 2 diabetes usually happens in people who are older, or in those who are overweight. It used to be called “adult-onset diabetes.” Most people with diabetes—about 90% to 95%—have type 2.

When you have type 2 diabetes, your body may make some insulin, but not enough. Or it prevents the insulin it does make from working right. NovoLog® helps sugar from the food you eat move from your blood into your body’s cells.



Join **Cornerstones4Care™** Today!
Visit [Cornerstones4Care.com/savings](https://www.cornerstones4care.com/savings)

Taking medicines like NovoLog® is just one of the things you do to manage type 2 diabetes. The other main parts of a typical diabetes care plan include:



Healthy eating



Diabetes self-management,
such as checking your blood
sugar regularly



Physical activity

Important Safety Information:

Tell your health care provider about all medicines you take and all of your medical conditions, including if you are pregnant or breastfeeding. Your NovoLog® dose may change if you take other medicines.

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To learn more about how these all work together to manage your diabetes, see “Managing your diabetes” on page 20.

If I'm already taking insulin once or twice a day, why add NovoLog® (insulin aspart [rDNA origin] injection)?

The once- or twice-daily insulin you are already taking is a long-acting, or “basal” insulin. It helps control blood sugar levels between meals and when you sleep. NovoLog® is a fast-acting, or “bolus,” insulin. It helps control your blood sugar at mealtime.

This combination of basal insulin and NovoLog® is called “basal-bolus” or “intensive” insulin therapy. Intensive insulin therapy mimics the way your body’s natural insulin works throughout the day.

NovoLog® has a low rate of nighttime low blood sugar. In a study of patients with type 1 diabetes, people taking NovoLog® had fewer nighttime low blood sugar episodes than those taking regular human insulin.



Learn more at [Cornerstones4Care.com](https://www.Cornerstones4Care.com)

What’s more, NovoLog® stays in step with your activities and mealtimes. You and your healthcare provider can adjust NovoLog® to your eating and activity patterns. You can also adjust your NovoLog® dose for high or low blood sugar levels.

Important Safety Information:

The most common side effect of NovoLog® is low blood sugar (hypoglycemia). Other possible side effects include reactions at the injection site (like redness, swelling and itching), and allergic reactions. Get medical help right away if you experience signs of serious allergic reaction such as body rash, trouble with your breathing, fast heartbeat, or sweating. Ask your doctor or pharmacist for further information.

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Your Diabetes Care Team

Along with your doctor, your diabetes care team may include these professionals:

Certified diabetes educator/Diabetes educator (CDE/DE).

These are people specially trained to help you understand how your medicines work, teach you how to check your blood sugar, and help you make a plan for healthy eating and physical activity.

Registered dietician (RD). These professionals can help you create a meal plan that fits your needs and preferences.

Eye doctor. Be sure to get a dilated eye exam at least once a year to check for signs of diabetes-related eye problems.

Foot doctor (podiatrist). These doctors check your feet and treat foot problems, such as wounds and infections.

Pharmacist. Your pharmacist can help organize your medicines and answer questions about the medicines you take.

Behavioral health professional. Many people rely on a behavioral health professional to help them cope with diabetes.



Learn more at [Cornerstones4Care.com](https://www.cornerstones4care.com)

Managing your diabetes

Your diabetes care team will work with you to make your diabetes care plan. Along with taking your NovoLog® and your long-acting insulin, a typical diabetes care plan includes:

A meal plan. Healthy eating is important for everyone, but it's even more important for people with diabetes. At Cornerstones4Care.com, you'll find recipes and other menu planning tools to help you add healthy foods to your meal plan.

A physical activity plan. Even a small increase in activity can make a big difference. And Cornerstones4Care.com can help you find creative ways to stay physically active.

A plan for how and when to check your blood sugar. Checking your blood sugar yourself is often the best way to see if your

diabetes is under control. It can also help your doctor and you tell how much NovoLog® to take. Checking often will tell you if your medicine is working, and how physical activity and the foods you eat affect your blood sugar. The online blood sugar diary and other tools at Cornerstones4Care.com can help you stay on track with checking your blood sugar.

Other things your diabetes care plan may include

- n Your personal blood sugar goals
- n Other health goals
- n When to take your diabetes medicine
- n A schedule for regular checkups
- n Ways to deal with stress

As part of your care plan, be sure to keep track of your ABCs

- n A1C
- n Blood pressure
- n Cholesterol

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What is low blood sugar?

When your blood sugar gets too low (also called hypoglycemia), you may feel:

- n Weak or tired
- n Hungry
- n Dizzy or shaky
- n Nervous or upset
- n Sweaty
- n Like your heart is beating too fast
- n Like your vision is blurry



Individual results may vary.

Check your blood sugar right away if you have any of these symptoms. If you think your blood sugar is low but you cannot check it at that time, eat or drink something high in sugar right away, such as:

- n 4 ounces (1/2 cup) of regular fruit juice (like orange, apple, or grape juice)
- n 4 ounces (1/2 cup) of regular soda pop (not diet)
- n 3 or 4 glucose tablets
- n 5 to 6 hard candies that you can chew quickly (such as mints)

Always check with your doctor on how to treat your low blood sugar.

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What is high blood sugar?

If your blood sugar is too high (also called hyperglycemia), you may:

- n Feel very thirsty or hungry
- n Need to pass urine more than usual
- n Feel like your mouth and skin are dry
- n Have blurry vision
- n Feel sleepy
- n Notice that infections or injuries you have heal more slowly than usual

If you have any of these symptoms, check your blood sugar. If it is too high, you can help lower your blood sugar if you:

- n Follow your meal plan
- n Do some physical activity (follow your physical activity plan)
- n Take your medicine as directed by your doctor

Always check with your doctor on how to treat your high blood sugar. Call your diabetes care team if your blood sugar level has been above your goal for 3 days and you don't know why.



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Save up to \$125 by activating the Savings Card inside the booklet in this brochure's back pocket

- n Visit [Cornerstones4Care.com/savings](#) or call 1-877-675-1629 to register and activate your card

Get free tools that can help make it easier to follow your diabetes care plan, such as:

- n The Mealtime Companion to help make healthy eating easier
- n A Blood Sugar Diary to record your results and share them with your care team
- n Other items that can help make it easier to follow your diabetes care plan



- n You can personalize [Cornerstones4Care™](#) to help you manage your diabetes your way
 - Add easy-to-make, healthy recipes to your meal plan
 - Find creative ways to stay physically active
 - Stay on track with checking your blood sugar
 - Learn more about the medicine you've been prescribed
 - Get ongoing communications to help you stay on track

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Needles and NovoLog® FlexPen® must not be shared.

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Important Safety Information cont'd:

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