

WHEN IT COMES TO LOSING WEIGHT AND KEEPING IT OFF

"We've always had the **WILL**. Now we have another **WAY**."



Actor Portrayals.

Pay as little as
\$25
 per prescription.^a

Managing your weight long term requires more than willpower alone. Saxenda[®] can help you not only lose weight, but keep it off.

^aLimitations apply.
 See back cover for more details.

Indications and Usage

What is Saxenda[®]?

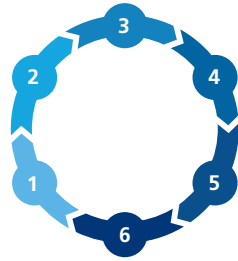
Saxenda[®] (liraglutide) injection 3 mg is an injectable prescription medicine that may help some adults with excess weight (BMI ≥ 27) who also have weight-related medical problems or obesity (BMI ≥ 30) lose weight and keep the weight off. Saxenda[®] should be used with a reduced-calorie meal plan and increased physical activity

- Saxenda[®] is not for the treatment of type 2 diabetes
- Saxenda[®] and Victoza[®] have the same active ingredient, liraglutide, and should not be used together
- Saxenda[®] should not be used with other GLP-1 receptor agonist medicines
- Saxenda[®] and insulin should not be used together
- It is not known if Saxenda[®] is safe and effective when taken with other prescription, over-the-counter, or herbal weight-loss products
- It is not known if Saxenda[®] changes your risk of heart problems or stroke or of death due to heart problems or stroke
- It is not known if Saxenda[®] can be used safely in people who have had pancreatitis
- It is not known if Saxenda[®] is safe and effective in children under 18 years of age. Saxenda[®] is not recommended for use in children

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

Saxenda[®]
 liraglutide injection **3mg**

Know where you are in the weight-loss cycle



1 DEFINING MOMENT

I've made up my mind. It's time to do this.

2 CONSIDERATION

I'm feeling determined. I'm ready to consider the options I have available. I'll choose the one to help me reach my goal.

3 MOMENTUM

I see a difference in my weight and so do others. I can do this.

4 PLATEAU

It's getting harder and I'm not losing weight anymore. Life is getting in the way. This is really frustrating.

NOTE: This is often where people may go back to their old ways.

5 COLLAPSE

I'm tired of this. I can't keep it up, so I'm not going to. And it's a relief to stop trying so hard.

6 FATIGUE

I feel exhausted and sad. I don't even want to think about my weight right now. This is the end of the cycle, but a new defining moment can start it all over again.

How to break the cycle

Identify where you are in the weight-loss cycle and work with your health care provider to create a plan that works for you. Remember that being able to keep the weight off is also a success.

Why is it so hard to lose weight and keep it off?

You know what it takes to lose weight. You may have been successful many times in the past, but the results haven't lasted.

DID YOU KNOW?

People with obesity generally make 7 serious attempts to lose weight over time

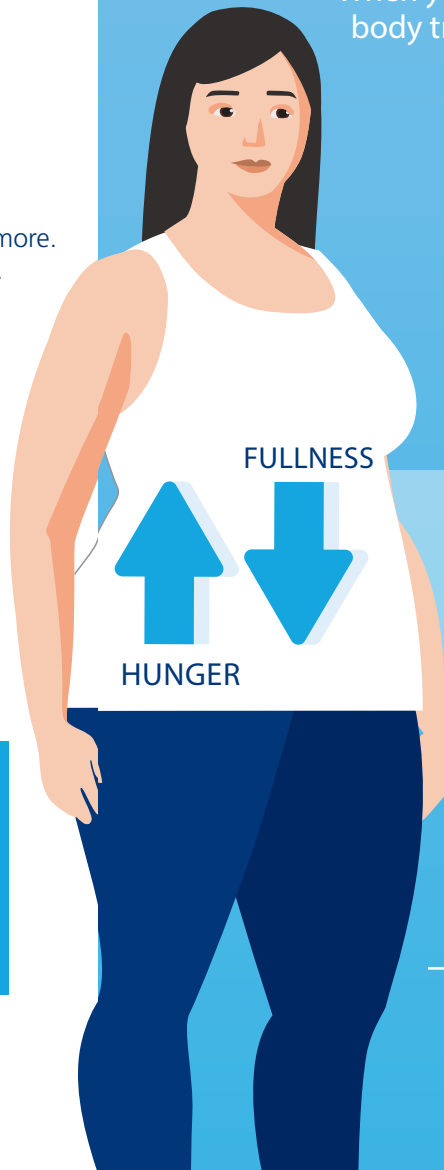
When you lose weight, your body tries to put it back on

► Your metabolism slows down

► Your appetite hormone levels also change, making you feel more hungry and less full

These changes can lead you to regain the weight you've lost

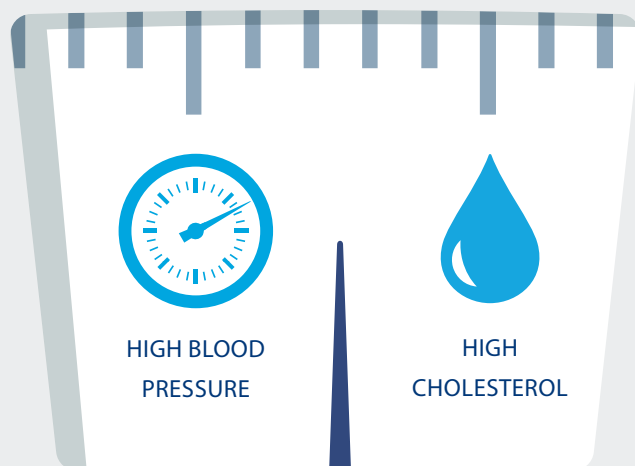
Because of this, you might want to add a medical option to your weight-management plan



There's more to weight loss than seeing a lower number on the scale

Reaching and maintaining a healthy weight can help improve or prevent many diseases and conditions, as well as improve your overall health

In fact, a **5% weight loss** may help improve some common conditions, such as



This is one of the reasons why it's important to focus on both losing weight as well as maintaining that weight loss

Find a long-term solution. Not a quick fix.

Lasting weight loss begins with a plan

DID YOU KNOW?

Patients who work with their health care provider tend to lose more weight than those who work on their own

Talk to your health care provider

- ▶ Bringing up your weight may seem uncomfortable, but it will help you work together to create a plan tailored to you
- ▶ Consider sharing how your weight affects your daily life so he or she understands how important developing a plan is to you



Try these tips to help get the conversation started

EXPLAIN why you are looking for help with weight management

TRY: "I've tried many weight-loss plans but haven't been successful long term."

STATE your needs—ask for what you need directly

TRY: "I want to talk about possible weight-loss options that I haven't tried yet."

EXPRESS how you feel about your weight with "I" statements

TRY: "I feel like no matter what I do, the weight just comes back again."

EMPHASIZE how your request is connected to other things your health care provider cares about

TRY: "I'm worried about my health, especially my blood pressure."

How does Saxenda® work?

Saxenda® addresses your body's natural response to weight loss

Your body naturally produces an appetite hormone that helps regulate your hunger.

FULLNESS

HUNGER

Saxenda® is believed to work in a similar way, regulating your appetite to make you feel less hungry and feel full with less food—which can lead to eating fewer calories and losing weight.



Actor Portrayal.



Start a conversation about Saxenda® with your health care provider

Complete and print the Weight Exploration Report at [Saxenda.com/Anotherway](https://www.saxenda.com/Anotherway) and take it to your next visit

Important Safety Information

What is the most important information I should know about Saxenda®?

Serious side effects may happen in people who take Saxenda®, including: Possible thyroid tumors, including cancer. Tell your health care professional if you get a lump or swelling in your neck, hoarseness, trouble swallowing, or shortness of breath. These may be symptoms of thyroid cancer. In studies with rats and mice, Saxenda® and medicines that work like Saxenda® caused thyroid tumors, including thyroid cancer. It is not known if Saxenda® will cause thyroid tumors or a type of thyroid cancer called medullary thyroid carcinoma (MTC) in people. Do not use Saxenda® if you or any of your family have ever had MTC, or if you have an endocrine system condition called Multiple Endocrine Neoplasia syndrome type 2 (MEN 2).

Who should not use Saxenda®?

Do not use Saxenda® if:

- you or any of your family have a history of MTC
- you have MEN 2. This is a disease where people have tumors in more than one gland in their body

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

Important Safety Information

Who should not use Saxenda®? (cont'd)

- you are allergic to liraglutide or any of the ingredients in Saxenda®. Symptoms of a serious allergic reaction may include: swelling of your face, lips, tongue, or throat, fainting or feeling dizzy, very rapid heartbeat, problems breathing or swallowing, and severe rash or itching

Talk with your health care provider if you are not sure if you are pregnant or planning to become pregnant. Saxenda® may harm your unborn baby

Before taking Saxenda®, tell your health care provider about all of your medical conditions, including if you:

- have any of the conditions listed in the section "What is the most important information I should know about Saxenda?"
- are taking certain medications called GLP-1 receptor agonists
- are allergic to liraglutide or any of the other ingredients in Saxenda®
- have severe problems with your stomach, such as slowed emptying of your stomach (gastroparesis) or problems with digesting food
- have or have had problems with your pancreas, kidneys or liver

Saxenda®
liraglutide injection 3mg

How much weight can I lose?

85%

of people taking
Saxenda[®] lost
some weight^a



Saxenda[®] was clinically tested and proven in a study of 3,731 patients.^a

OF PEOPLE TAKING SAXENDA[®]

3 OUT OF 5

achieved significant weight loss of 5% or more^{b,c,d}

> An average of 12 lb

1 OUT OF 3

achieved significant weight loss of 10% or more^{b,c,d}

> An average of 23 lb

6%

achieved weight loss of 20% or more^{b,c,d}

> An average of 47 lb

- For patients taking placebo: 5% or more weight loss was achieved by 34% of patients, 10% or more weight loss was achieved by 15% of patients, and 20% or more weight loss was achieved by 3% of patients

^aResults are from a 56-week study of 3,731 adults with body mass index (BMI) of 27 to 29.9 with at least one weight-related condition, or BMI of at least 30, not including adults with type 2 diabetes. In this study, 2,487 patients received Saxenda[®] and 1,244 received placebo. Both groups also received a reduced-calorie diet and physical activity counseling.

^bWhen taking Saxenda[®] added to a reduced-calorie meal plan and increased physical activity, compared with people not on the drug.

^c3 out of 5=62%; 1 out of 3=34%.

^dIndividual results may vary.

Actor Portrayal.

Important Safety Information

Who should not use Saxenda[®]? (cont'd)

- have or have had depression or suicidal thoughts
- are pregnant or plan to become pregnant. Saxenda[®] may harm your unborn baby. Tell your health care provider if you become pregnant while taking Saxenda[®]. If you are pregnant you should stop using Saxenda[®]
- are breastfeeding or plan to breastfeed. It is not known if Saxenda[®] passes into your breast milk. You and your health care provider should decide if you will take Saxenda[®] or breastfeed. You should not do both without talking with your health care provider first

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

Important Safety Information

Who should not use Saxenda[®]? (cont'd)

Tell your health care provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Saxenda[®] slows stomach emptying and can affect medicines that need to pass through the stomach quickly. Saxenda[®] may affect the way some medicines work and some other medicines may affect the way Saxenda[®] works. Tell your health care provider if you take diabetes medicines, especially sulfonylurea medicines or insulin.

How should I use Saxenda[®]?

- Inject your dose of Saxenda[®] under the skin (subcutaneous injection) in your stomach area (abdomen), upper leg (thigh), or upper arm, as instructed by your health care provider. Do not inject into a vein or muscle
- Never share your Saxenda[®] pen or needles with another person. You may give an infection to them, or get an infection from them

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liraglutide injection 3mg

Can I keep the weight off?

CLINICAL STUDY

OF PEOPLE TAKING SAXENDA[®] FOR 3 YEARS

56%

achieved significant weight loss at year 1, and about half of them maintained weight loss at 3 years^{a,b}

- For people taking placebo: 25% achieved significant weight loss at year 1, and 10% maintained weight loss at 3 years^{a,b}

^aIn a 3-year study, 2,254 adults with pre-diabetes and BMI ≥ 30 or ≥ 27 with one or more weight-related conditions were given Saxenda[®] (1,505 people) or placebo (749 people) added to a reduced-calorie meal plan and increased physical activity. The study looked at how many people lost $\geq 5\%$ of their body weight. At year 1, 817 people on Saxenda[®] (56%) lost $\geq 5\%$ of their weight vs 182 patients on placebo (25%). After 3 years, 747 people on Saxenda[®] and 322 people on placebo remained and had their weight measured. 391 of those people on Saxenda[®] (26%) lost $\geq 5\%$ of their weight at both the 1- and 3-year marks vs 74 people on placebo (10%).

^bWhen taking Saxenda[®] added to a reduced-calorie meal plan and increased physical activity, compared with people not on the drug.

Actor Portrayal.

Remember to schedule a follow-up appointment as you reach 4 months on treatment

- Your health care provider will let you know if Saxenda[®] is working for you
- He or she will need this information to complete the paperwork required for you to continue receiving your prescription coverage. Without this, you may need to pay full price in the future

Important Safety Information

What are the possible side effects of Saxenda[®]?

Saxenda[®] may cause serious side effects, including:

- possible thyroid tumors, including cancer
- inflammation of the pancreas (pancreatitis). Stop using Saxenda[®] and call your healthcare provider right away if you have severe pain in your stomach area (abdomen) that will not go away, with or without vomiting. You may feel the pain from your abdomen to your back
- gallbladder problems. Saxenda[®] may cause gallbladder problems, including gallstones. Some gallbladder problems need surgery. Call your health care provider if you have any of the following symptoms: pain in your upper stomach (abdomen), fever, yellowing of your skin or eyes (jaundice), and clay-colored stools

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

Important Safety Information

What are the possible side effects of Saxenda[®]? (cont'd)

- low blood sugar (hypoglycemia) in people with type 2 diabetes who also take medicines to treat type 2 diabetes. Saxenda[®] can cause low blood sugar in people with type 2 diabetes who also take medicines used to treat type 2 diabetes (such as sulfonylureas). In some people, the blood sugar may get so low that they need another person to help them. If you take a sulfonylurea medicine, the dose may need to be lowered while you use Saxenda[®]. Signs and symptoms of low blood sugar may include: shakiness, sweating, headache, drowsiness, weakness, dizziness, confusion, irritability, hunger, fast heartbeat, and feeling jittery. You should check your blood sugar before you start taking Saxenda[®] and while you take Saxenda[®]

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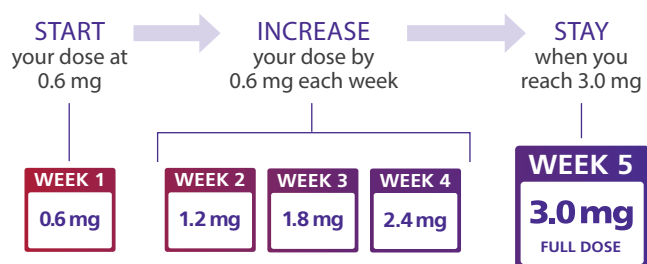
How do I take Saxenda?

Saxenda[®] is a once-daily medicine that comes in a prefilled pen



YOU CAN SELF-INJECT YOUR MEDICINE EACH DAY
AT ANY TIME, WITH OR WITHOUT FOOD

Recommended dosing schedule to minimize potential side effects such as nausea:



If you experience side effects with the increased dose, call your health care provider to see if you should adjust your dosing schedule. Be sure to continue to the full 3.0-mg dose.

Important Safety Information

What are the possible side effects of Saxenda[®]? (cont'd)

- increased heart rate. Saxenda[®] can increase your heart rate while you are at rest. Your health care provider should check your heart rate while you take Saxenda[®]. Tell your health care professional if you feel your heart racing or pounding in your chest and it lasts for several minutes when taking Saxenda[®]
- kidney problems (kidney failure). Saxenda[®] may cause nausea, vomiting, or diarrhea leading to loss of fluids (dehydration). Dehydration may cause kidney failure, which can lead to the need for dialysis. This can happen in people who have never had kidney problems before. Drinking plenty of fluids may reduce your chance of dehydration. Call your health care provider right away if you have nausea, vomiting, or diarrhea that does not go away, or if you cannot drink liquids by mouth

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

What are the possible side effects?

The most common side effects of Saxenda[®] are:

Nausea	Decreased appetite
Diarrhea	Upset stomach
Constipation	Tiredness
Headache	Dizziness
Vomiting	Stomach pain
Low blood sugar (hypoglycemia)	Change in enzyme (lipase) levels in your blood

Tell your health care provider if you have any side effects that bother you or don't go away.

The most common side effect you may experience when you first start Saxenda[®] is nausea. This usually gets better as your body gets used to the medicine.

If you do experience nausea, here are some things that may help:

- Eat bland, low-fat foods, like crackers, toast, and rice
- Eat foods that contain water, like soups and gelatin
- Don't lie down after you eat
- Go outside to get some fresh air

Important Safety Information

What are the possible side effects of Saxenda[®]? (cont'd)

- serious allergic reactions. Serious allergic reactions can happen with Saxenda[®]. Stop using Saxenda[®] and get medical help right away if you have any symptoms of a serious allergic reaction
- depression or thoughts of suicide. You should pay attention to any mental changes, especially sudden changes, in your mood, behaviors, thoughts, or feelings. Call your health care provider right away if you have any mental changes that are new, worse, or worry you

Saxenda[®]
liraglutide injection 3mg

Support with *SaxendaCare*[®]

At no cost to you, SaxendaCare[®] is designed to work along with Saxenda[®]

When you sign up, you will have access to ongoing support to help you start Saxenda[®], stay focused on your goals, and navigate challenges.

Live phone support

- Call if you have questions about taking Saxenda[®]
- Learn about your Saxenda[®] pen

Education and helpful reminders

- Dosing and refill reminders
- Setting goals and expectations
- Scheduling time for being active

Your SaxendaCare[®] Welcome Kit

- Welcome letter
- Health and Wellness guide
- Portion plate with instructions

Your free SaxendaCare[®] Welcome Kit will come in the mail after you enroll



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Important Safety Information

What are the possible side effects of Saxenda[®]? (cont'd)

Common side effects of Saxenda[®] include nausea, diarrhea, constipation, headache, vomiting, low blood sugar (hypoglycemia), decreased appetite, upset stomach, tiredness, dizziness, stomach pain, and changes in enzyme (lipase) levels in your blood. Nausea is most

Please see additional Important Safety Information throughout and enclosed Prescribing Information, including Medication Guide.

Choose the support that works for you with *SaxendaCare*[®]

Start for FREE today

During enrollment, all new SaxendaCare[®] members can choose to receive either an app-based support powered by Noom or live phone calls with SaxendaCare[®] coaches.



Convenient app-based support, powered by noom[®]

- Full access to Noom's interactive content, recipes, and tracking tools for calories, exercise, and more
- Personalized plan tailored to fit your lifestyle
- Virtual 1:1 and group support
- Dynamic support system through in-app messaging, designed to keep you motivated

or



Live phone calls with SaxendaCare[®] coaches

- Convenient one-on-one phone coaching
- Helps you stay accountable
- Facilitates goal setting
- Answer questions about Saxenda[®] and your Saxenda[®] pen
- Coaches are certified in weight management

Sign up at **Saxenda.com**

Important Safety Information

What are the possible side effects of Saxenda[®]? (cont'd)

common when first starting Saxenda[®], but decreases over time in most people as their body gets used to the medicine. Tell your health care professional if you have any side effect that bothers you or that does not go away.

Saxenda[®]
liraglutide injection **3mg**

Lose weight, keep
it off, *and* save on
your co-pay

Actor Portrayal



Call **1-855-SAXENDA** or visit
SaxendaCoverage.com to:

- **See if you are covered for Saxenda® and find out your co-pay**
 - Remember to have your prescription card ready
- **Activate your Savings Card and enroll in SaxendaCare®**
 - Be sure to activate your Savings Card before picking up your prescription
- **Learn how to submit a claim for reimbursement (only available by calling 1-855-SAXENDA)**
 - If you use a mail order pharmacy that does not participate in our Savings Card program, you can submit a claim with us to receive the same benefit



Text **"SAVE"** to 68795 to activate your Savings Card

DETACH CARD STARTING HERE

PEEL

To activate visit mysaxendacard.com

Saxenda® Savings Card

Pay as little as \$25 or save up to \$200 per Saxenda® prescription.

Maximum benefit of \$200 per prescription and 12 benefits annually.

Eligibility and other restrictions apply.

Novo Nordisk reserves the right to modify or cancel this program at any time.



Please see enclosed Medication Guide and Prescribing Information, including Boxed Warning.

Saxenda®
liraglutide injection **3mg**

^aMaximum benefit of \$200 per prescription and 12 benefits annually. Novo Nordisk reserves the right to modify or cancel this program at any time.

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.

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liraglutide injection **3mg**

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