



## ***Perspectives from Novo Nordisk***

### ***Irresponsible Advertising by Companies Selling Knockoff Versions of GLP-1 Medicines***

PLAINSBORO, N.J., February 7, 2025 – Novo Nordisk makes innovative medicines to improve the lives and health of people with serious, chronic diseases - but above all, medicines that prioritize patient safety.

We are deeply concerned about irresponsible advertising by companies like Hims & Hers that use misinformation and mislead the public to drive sales of non-FDA-approved, knockoff versions of GLP-1 medicines under the pretext of doctor trust and affordability. In addition, these advertisements fail to provide basic information about the appropriate patient populations and risk/benefit profiles of their offerings.

The truth is that when it comes to those selling knockoff “semaglutide,” whatever is in their vials is not FDA-approved and potentially unsafe. Knockoff offerings are not reviewed or evaluated by the FDA (or any government agency) for safety or effectiveness and previous samples have been found to contain dangerous impurities, substances that are on the FDA banned list and incorrect amounts of the core ingredient. Not knowing what is inside a product that is being marketed as a medication is a gamble no patient should ever have to risk.

With an FDA-approved medicine like Wegovy®, healthcare professionals and patients have the clarity and confidence in knowing what they are using has undergone rigorous review for safety, effectiveness and quality. Wegovy® is currently available in the US in all dose strengths and those who need this important medicine can obtain access in multiple ways. Today, there are over 55 million Americans with commercial insurance coverage for Wegovy® and of those, about 90% pay \$0 to \$25 a month. For cash-paying patients or for those without coverage for Wegovy®, our savings offer brings cost down to \$650 per 28-day supply (1 box). Patients can check their coverage for FDA-approved Wegovy®, as well as their cost, at [Wegovy.com](http://Wegovy.com).

We encourage any patient interested in obesity management and improving their health to speak to a healthcare professional about treatments that may be appropriate for them. Obesity is a chronic disease, not a character flaw – we continue to actively confront the stigma and bias associated with it and advocate for access to support and care. No one should have to compromise their health or be subject to misinformation.

To read more about our stance on knockoff “semaglutide,” visit [semaglutide.com](http://semaglutide.com).

### **Indication and Important Safety Information for Wegovy® What is Wegovy®?**

WEGOVY® (semaglutide) injection 2.4 mg is an injectable prescription medicine used with a reduced calorie diet and increased physical activity:

- to reduce the risk of major cardiovascular events such as death, heart attack, or stroke in adults with known heart disease and with either obesity or overweight.
- that may help adults and children aged 12 years and older with obesity, or some adults with overweight who also have weight-related medical problems, to help them lose excess body weight and keep the weight off.

Wegovy® contains semaglutide and should not be used with other semaglutide-containing products or other GLP-1 receptor agonist medicines.

It is not known if Wegovy® is safe and effective for use in children under 12 years of age.

### **Important Safety Information**

#### **What is the most important information I should know about Wegovy®?**

##### **Wegovy® may cause serious side effects, including:**

- Possible thyroid tumors, including cancer. Tell your healthcare provider 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 rodents, Wegovy® and medicines that work like Wegovy® caused thyroid tumors, including thyroid cancer. It is not known if Wegovy® will cause thyroid tumors or a type of thyroid cancer called medullary thyroid carcinoma (MTC) in people
- Do not use Wegovy® if you or any of your family have ever had a type of thyroid cancer called medullary thyroid carcinoma (MTC) or if you have an endocrine system condition called Multiple Endocrine Neoplasia syndrome type 2 (MEN 2)

##### **Do not use Wegovy® if:**

- you or any of your family have ever had a type of thyroid cancer called medullary thyroid carcinoma (MTC) or if you have an endocrine system condition called Multiple Endocrine Neoplasia syndrome type 2 (MEN 2)
- you have had a serious allergic reaction to semaglutide or any of the ingredients in Wegovy®

##### **Before using Wegovy®, tell your healthcare provider if you have any other medical conditions, including if you:**

- have or have had problems with your pancreas or kidneys
- have type 2 diabetes and a history of diabetic retinopathy
- have or have had depression, suicidal thoughts, or mental health issues
- are scheduled to have surgery or other procedures that use anesthesia or deep sleepiness (deep sedation)
- are pregnant or plan to become pregnant. Wegovy® may harm your unborn baby. You should stop using Wegovy® 2 months before you plan to become pregnant
- are breastfeeding or plan to breastfeed. It is not known if Wegovy® passes into your breast milk

**Tell your healthcare provider about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Wegovy® may affect the way some medicines work and some medicines may affect the way Wegovy® works. Tell your healthcare provider if you are taking other medicines to treat diabetes, including sulfonylureas or insulin. Wegovy® slows stomach emptying and can affect medicines that need to pass through the stomach quickly.

#### **What are the possible side effects of Wegovy®?**

##### **Wegovy® may cause serious side effects, including:**

- **inflammation of your pancreas (pancreatitis).** Stop using Wegovy® 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.** Wegovy® may cause gallbladder problems, including gallstones. Some gallstones may need surgery. Call your healthcare provider if you have symptoms, such as pain in your upper stomach (abdomen), fever, yellowing of the skin or eyes (jaundice), or clay-colored stools
- **increased risk of low blood sugar (hypoglycemia), especially those who also take medicines for diabetes such as insulin or sulfonylureas.** This can be a serious side effect. Talk to your healthcare provider about how to recognize and treat low blood sugar and check

your blood sugar before you start and while you take Wegovy®. Signs and symptoms of low blood sugar may include dizziness or light-headedness, blurred vision, anxiety, irritability or mood changes, sweating, slurred speech, hunger, confusion or drowsiness, shakiness, weakness, headache, fast heartbeat, or feeling jittery

- **kidney problems (kidney failure).** In people who have kidney problems, diarrhea, nausea, and vomiting may cause a loss of fluids (dehydration), which may cause kidney problems to get worse. It is important for you to drink fluids to help reduce your chance of dehydration
- **severe stomach problems.** Stomach problems, sometimes severe, have been reported in people who use Wegovy®. Tell your healthcare provider if you have stomach problems that are severe or will not go away.
- **serious allergic reactions.** Stop using Wegovy® and get medical help right away, if you have any symptoms of a serious allergic reaction, including swelling of your face, lips, tongue, or throat; problems breathing or swallowing; severe rash or itching; fainting or feeling dizzy; or very rapid heartbeat
- **change in vision in people with type 2 diabetes.** Tell your healthcare provider if you have changes in vision during treatment with Wegovy®
- **increased heart rate.** Wegovy® can increase your heart rate while you are at rest. Tell your healthcare provider if you feel your heart racing or pounding in your chest and it lasts for several minutes
- **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 healthcare provider right away if you have any mental changes that are new, worse, or worry you
- **food or liquid getting into the lungs during surgery or other procedures that use anesthesia or deep sleepiness (deep sedation).** Wegovy® may increase the chance of food getting into your lungs during surgery or other procedures. Tell all your healthcare providers that you are taking Wegovy® before you are scheduled to have surgery or other procedures

**The most common side effects of Wegovy® may include:** nausea, diarrhea, vomiting, constipation, stomach (abdomen) pain, headache, tiredness (fatigue), upset stomach, dizziness, feeling bloated, belching, low blood sugar in people with type 2 diabetes, gas, stomach flu, heartburn, and runny nose or sore throat.

Please see [Prescribing Information](#) and [Medication Guide](#) for Wegovy®.

Wegovy® is a prescription medication.

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

Wegovy® is a registered trademark of Novo Nordisk A/S. Novo Nordisk is a registered trademark of Novo Nordisk A/S.