

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

Check your prescription coverage first! See back cover for more details.

When it comes to losing weight and keeping it off

WE'VE ALWAYS HAD THE

NOW WE HAVE ANOTHER

WILL. WAY.



Actor Portrayals.

Managing obesity like the long-term disease it is requires more than willpower alone. Adding Saxenda® to a reduced-calorie meal plan and increased physical activity may help you lose weight and keep it off.

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 Prescribing Information, including Medication Guide, at <http://www.novo-pi.com/saxenda.pdf>

Saxenda®
liraglutide injection **3mg**

WHY IS IT SO HARD TO LOSE WEIGHT?

Changes in your appetite hormone levels make it difficult to lose weight and keep it off

When you lose weight, your body's natural response includes an **increase in a key hunger hormone** and a **decrease in fullness hormones**, undermining your ability to lose weight and keep it off.

APPETITE HORMONES AFTER WEIGHT LOSS



Essentially, your body works against you as you lose weight—making you feel hungrier and less full.

Obesity needs to be treated seriously, just like any other chronic disease

- Losing weight and keeping it off requires a long-term plan
- A reduced-calorie meal plan and increased physical activity are critical, but because of your body's natural response to weight loss, you may require medical intervention



WHERE AM I 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 find it hard to follow their plans and can revert back to 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.

Make a Plan

Working with your health care provider to create, monitor, and adjust your plan over time is an important part of weight management. Tell your health care provider where you are in the weight loss cycle.

Change your approach

It's no longer about finding a quick fix—it's about focusing on your ongoing weight loss and weight management.

Increasing your physical activity and building a low-calorie meal plan that fits your lifestyle are key to reducing your weight, but you may need more.

Your body's natural reaction to weight loss

Do you know what is the **body's typical natural response to weight loss?**

When calorie intake is reduced, metabolism begins to slow down. The body then adjusts, decreasing feelings of fullness and increasing feelings of hunger, also known as appetite.

When it comes to weight loss, change starts with small steps:

- Choose what you are willing to do
- Make it a part of your daily routine
- Take it 1 day at a time

Quick Fact

Did you know losing **5%** to **10%** of your weight is clinically significant?

Taking off weight and keeping it off may help improve some weight-related health conditions.



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.



Saxenda® works in a similar way, helping you to feel less hungry—and feel full with less food.

- Saxenda® works by regulating your appetite, which can lead to eating fewer calories and weight loss
- Saxenda® is not a stimulant

The exact way that Saxenda® regulates appetite is not fully understood.



Tell your health care provider about your efforts to lose and keep weight off.
Ask for FDA-approved Saxenda®.

Start the conversation with your health care provider by completing the Weight Exploration Report at Saxenda.com/Anotherway.

Print the report and take it into your health care provider.

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

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

Please see additional Important Safety Information throughout and Prescribing Information, including Medication Guide, at <http://www.novo-pi.com/saxenda.pdf>

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 more than 2,250 patients. In this study:

3 OUT OF 5 people taking Saxenda® achieved significant weight loss of 5% or more^{b,c,d}

- Which means those patients lost an average of **12 lb** (from before they entered the study)

1 OUT OF 3 people taking Saxenda® achieved significant weight loss of 10% or more^{b,c,d}

- Which means those patients lost an average of **23 lb** (from before they entered the study)

6% of people taking Saxenda® achieved weight loss of 20% or more^{b,c,d}

- Which means those patients lost an average of **47 lb** (from before they entered the study)

^aResults were from a 56-week trial of 3,731 adults with body mass index (BMI) 27-29.9 with at least 1 weight-related condition, or BMI ≥30, not including adults with type 2 diabetes. Study participants had an average starting weight of 234 lb and an average BMI of 38. All were on a reduced-calorie meal plan with increased physical activity and randomized to receive once-daily Saxenda® or placebo. On average, there were 27% of people (Saxenda®) and 34% (placebo) who did not complete the study. Significant weight loss was evaluated at 56 weeks, as per study design.

^bFor 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.

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

^dIndividual results may vary.



Check your prescription coverage first

- Before you go to the pharmacy, go to SaxendaCoverage.com or call **1-888-809-3942** to check your prescription coverage and find out your co-pay for Saxenda®

Find out how **SaxendaCare®** can support your long-term weight management on pages 14-15.

Important Safety Information

Who should not use Saxenda®? (cont'd)

- have or have had problems with your pancreas, kidneys or liver
- 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



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.

Please see additional Important Safety Information throughout and Prescribing Information, including Medication Guide, at <http://www.novo-pi.com/saxenda.pdf>

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CAN I KEEP THE WEIGHT OFF?

In people taking Saxenda® for 3 years

CLINICAL STUDY

56%

achieved significant weight loss at year 1, and approximately **half of them maintained**

weight loss at 3 years when taking Saxenda® added to a reduced-calorie meal plan and increased physical activity, compared with people not on the drug.^a

^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%).

Important Safety Information

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

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



At no cost to you, SaxendaCare® provides personalized support to help you make the most of your weight management efforts with Saxenda®.

Check your prescription coverage and activate a Savings Card at SaxendaCoverage.com.

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®
- **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®

Please see additional Important Safety Information throughout and Prescribing Information, including Medication Guide, at <http://www.novo-pi.com/saxenda.pdf>

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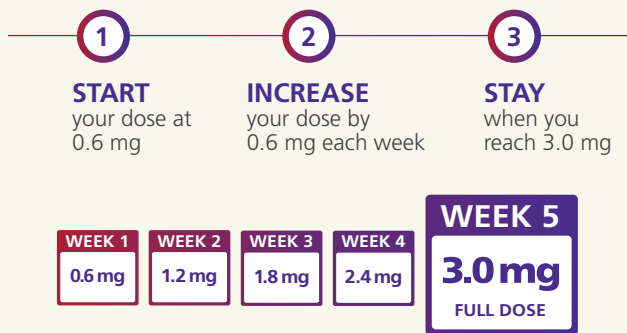
HOW DO I TAKE SAXENDA®?

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.

Check your prescription coverage first and activate a Savings Card at SaxendaCoverage.com. More details on back cover.

Important Safety Information

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

- 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
- 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



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 healthcare 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
- You should always tell your doctor if you think you are having any side effect, including nausea. 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

You will know if Saxenda® is working for you if you lose 4% of your body weight in 4 months

- To continue receiving your prescription coverage, be sure to schedule a follow-up appointment so your health care provider can complete the necessary paperwork
- Without the proper paperwork, you may need to pay full price

Important Safety Information

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

- 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

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WHY YOU NEED *SaxendaCare*[®]

At no cost to you, *SaxendaCare*[®] is designed to work with *Saxenda*[®] to help you lose weight and keep it off

Join *SaxendaCare*[®] to get the most from your *Saxenda*[®]. When you sign up, you will have instant access to ongoing support based on scientifically proven weight-loss strategies.



Coach calls

- One-on-one coaching with registered dietitians
- Helps you stay accountable
- Facilitates goal setting
- *Saxenda*[®] pen questions



Online skill-building activities

- A full year of healthy habits and new ideas to try
- Sync with fitness trackers to chart progress
- Dealing with setbacks



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.

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 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.



WITH *SAXENDACARE*[®], YOU ARE NOT ALONE

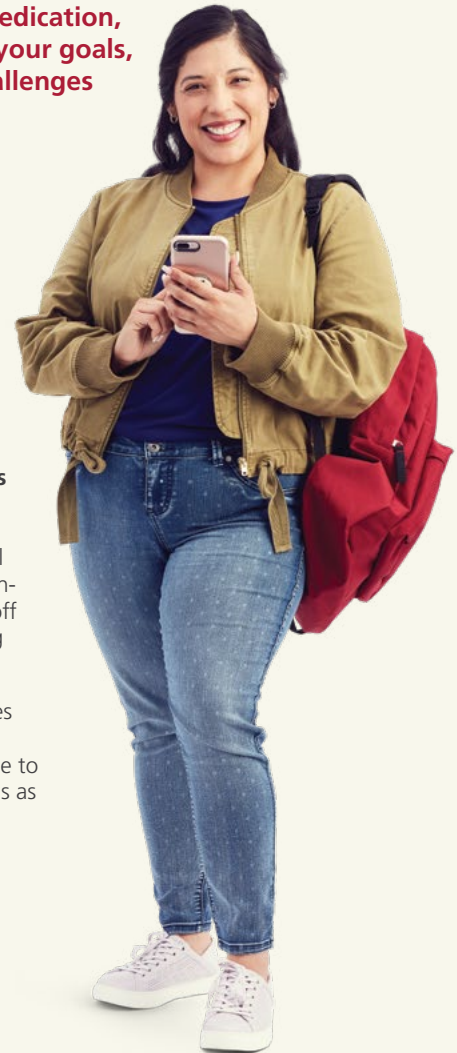
SaxendaCare[®] coaches help you start your medication, stay focused on your goals, and navigate challenges



SaxendaCare[®] coaches are ready to speak with you

Our coaches are **registered dietitians** with a certificate in training in weight management and will work with you one-on-one to help you get off to a good start taking *Saxenda*[®].

SaxendaCare[®] coaches are only a phone call away and are available to answer your questions as they come up.



Patients tend to lose more weight when counseled by a health care provider than when working on their own.

Sign up at Saxenda.com/Anotherway

Please see additional Important Safety Information throughout and Prescribing Information, including Medication Guide, at <http://www.novo-pi.com/saxenda.pdf>

Saxenda[®]
liraglutide injection 3mg

LOSE WEIGHT, KEEP IT OFF, AND SAVE ON YOUR CO-PAY

With the Saxenda® Savings Card, pay as little as **\$25** or save up to **\$200** per Saxenda® prescription^a

- See if you are covered for Saxenda® and find out your co-pay
 - Visit SaxendaCoverage.com or call **888-809-3942**
 - Reminder: Have your prescription card ready

Activate your Savings Card and enroll in *SaxendaCare*®

Before picking up your prescription, go to Saxenda.com/Anotherway or call **1-877-304-6894** to activate your Savings Card and gain instant access to SaxendaCare®.

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

Do you use a mail-order pharmacy?

You can use your Saxenda® Savings Card at certain mail-order pharmacies. If your pharmacy does not participate, call customer service at **1-877-304-6895** to learn how to submit your claim for reimbursement and to receive the same benefit.

Check your prescription coverage and activate a Savings Card at SaxendaCoverage.com.

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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