

# WHEN IT COMES TO LOSING WEIGHT AND KEEPING IT OFF

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



Actor Portrayals.

Pay as little as  
**\$25**  
per prescription.<sup>a</sup>

Managing your weight long term requires more than willpower alone. Saxenda<sup>®</sup> can help you not only lose weight, but also keep it off.

<sup>a</sup>Limitations apply.  
See back cover for more details.

## What is Saxenda<sup>®</sup>?

Saxenda<sup>®</sup> (liraglutide) injection 3 mg is an injectable prescription medicine used for adults with excess weight (BMI  $\geq 27$ ) who also have weight-related medical problems or obesity (BMI  $\geq 30$ ), and children aged 12–17 years with a body weight above 132 pounds (60 kg) and obesity to help them lose weight and keep the weight off. Saxenda<sup>®</sup> should be used with a reduced calorie diet and increased physical activity.

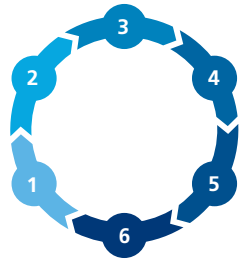
- Saxenda<sup>®</sup> and Victoza<sup>®</sup> have the same active ingredient, liraglutide, and should not be used together or with other GLP-1 receptor agonist medicines
- It is not known if Saxenda<sup>®</sup> is safe and effective when taken with other prescription, over-the-counter medicines, or herbal weight-loss products
- It is not known if Saxenda<sup>®</sup> is safe and effective in children under 12 years of age
- It is not known if Saxenda<sup>®</sup> is safe and effective in children aged 12 to 17 years with type 2 diabetes

BMI=body mass index.

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

**Saxenda<sup>®</sup>**  
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?

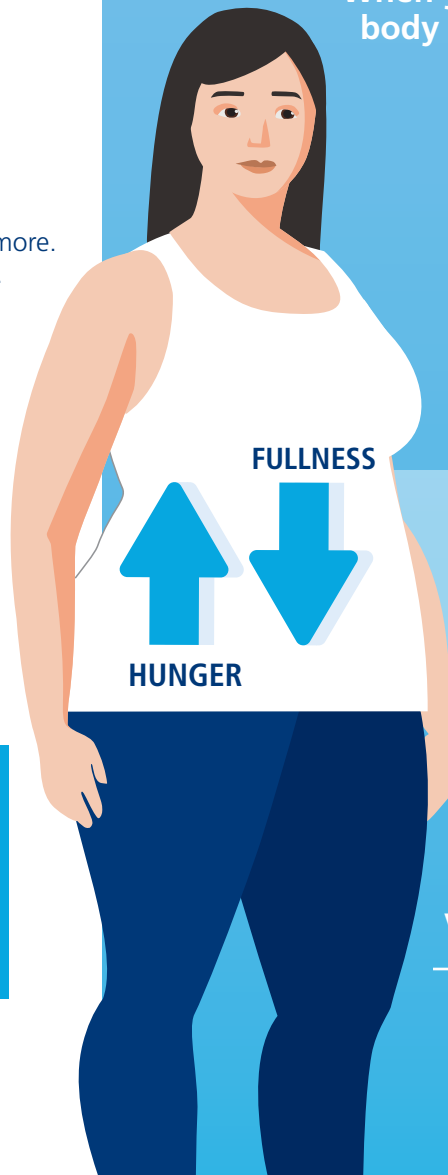
You know what it takes to lose weight. You may have been successful many times in the past, but the results haven't lasted.

**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



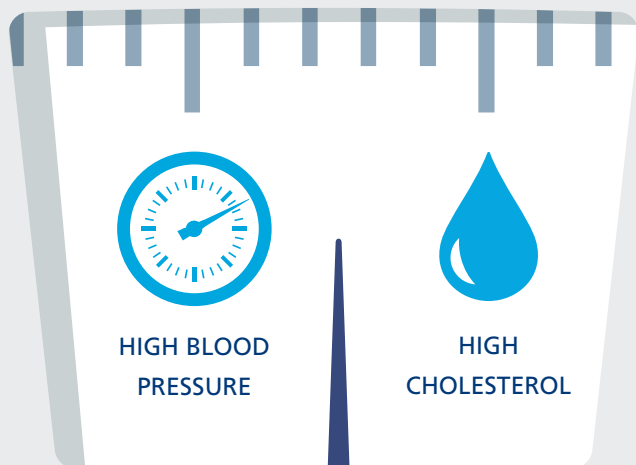
Because of this, you might want to add a medical option to your weight-management plan



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

**Reaching** and **maintaining** a healthy weight can help improve some diseases and conditions and have an impact on 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 and 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 one of your body's natural responses 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.novo-pi.com/saxenda) and take it to your next visit

## Important Safety Information

**Do not share your Saxenda® pen with others even if the needle has been changed. You may give other people a serious infection or get a serious infection from them.**

**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).

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

## Important Safety Information

**Who should not use Saxenda®?**

**Do not use Saxenda® if:**

- you or any of your family have ever had MTC or if you have MEN 2
- you have had a serious allergic reaction to liraglutide or any of the ingredients in Saxenda®. See symptoms of serious allergic reactions in "What are the possible side effects of Saxenda®?"
- you are pregnant or plan 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:**

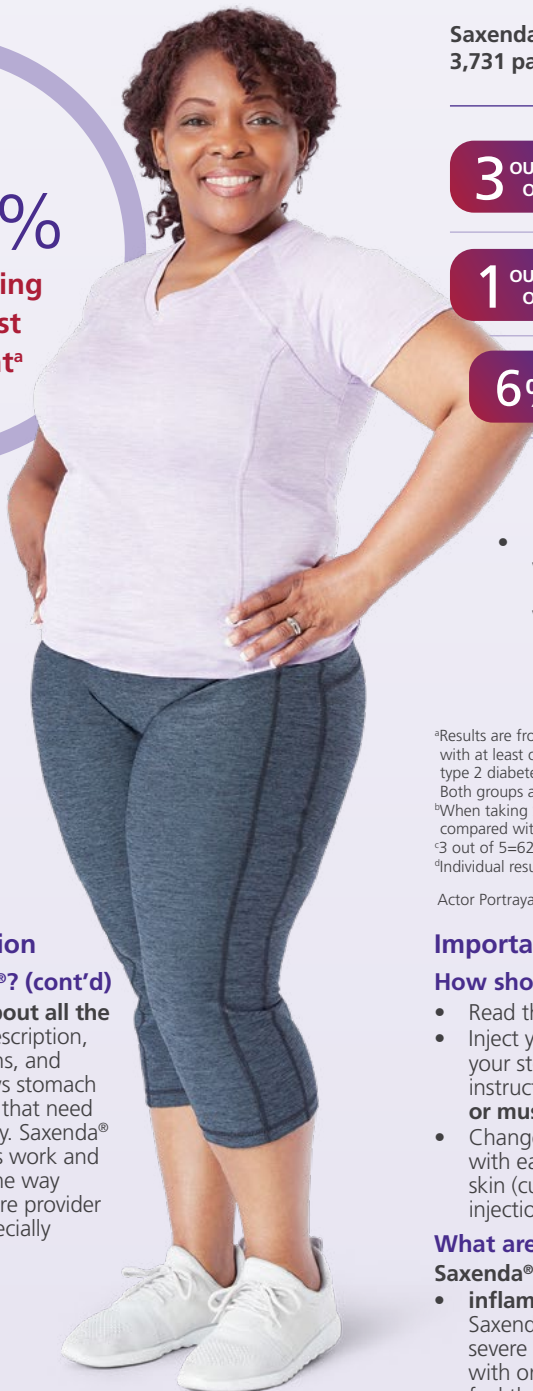
- are taking certain medicines called GLP-1 receptor agonists
- have severe problems with your stomach, such as slowed emptying of your stomach (gastroparesis) or problems with digesting food
- have or have had problems with your pancreas, kidneys or liver
- have or have had depression or suicidal thoughts, or mental health issues
- 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 use Saxenda® or breastfeed

**Saxenda®**  
liraglutide injection 3mg

# How much weight can I lose?

85%

of people taking  
Saxenda® lost  
some weight<sup>a</sup>



Saxenda® was clinically tested and proven in a study of 3,731 patients.<sup>a</sup>

## OF PEOPLE TAKING SAXENDA®

3 OUT OF 5

achieved significant weight loss of **5% or more**<sup>b,c,d</sup> > An average of **12 lb**

1 OUT OF 3

achieved significant weight loss of **more than 10%**<sup>b,c,d</sup> > An average of **23 lb**

6%

achieved weight loss of **20% or more**<sup>b,c,d</sup> > 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

<sup>a</sup>Results 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.

<sup>b</sup>When taking Saxenda® added to a reduced-calorie meal plan and increased physical activity, compared with people not on the drug.

<sup>c</sup>3 out of 5=62%; 1 out of 3=34%.

<sup>d</sup>Individual results may vary.

Actor Portrayal.

## Important Safety Information

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

**Tell your health care provider about all the medicines you take**, including prescription, 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 insulin and sulfonyleurea medicines.

## Important Safety Information

### How should I use Saxenda®?

- Read the **Instructions for Use** that comes with Saxenda®
- Inject your dose of Saxenda® under the skin (subcutaneously) 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.**
- Change (rotate) your injection site within the area you choose with each injection to reduce your risk of getting lumps under the skin (cutaneous amyloidosis). **Do not** use the same site for each injection

### What are the possible side effects of Saxenda®?

#### Saxenda® may cause serious side effects, including:

- **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 stomach area (abdomen) to your back

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

**Saxenda®**  
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<sup>a,b</sup>**

- For people taking placebo: 25% achieved significant weight loss at year 1, and 10% maintained weight loss at 3 years<sup>a,b</sup>

<sup>a</sup>In a 3-year study, 2,254 adults with prediabetes and BMI  $\geq 30$  or  $\geq 27$  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%).

<sup>b</sup>When 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®?

- **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), or clay-colored stools
- **increased risk of low blood sugar (hypoglycemia) in adults with type 2 diabetes who also take medicines to treat type 2 diabetes such as sulfonylureas or insulin**

## Important Safety Information

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

- **risk of low blood sugar (hypoglycemia) in children who are 12 years of age and older without type 2 diabetes**
- 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

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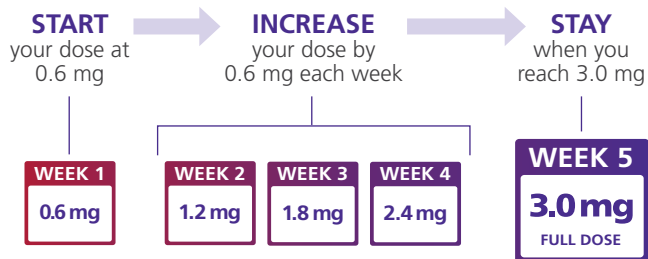
# How do I take Saxenda®?

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)

- **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

# What are the possible side effects?

The most common side effects of Saxenda® are:

Nausea	Injection site reaction
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.** Stop using Saxenda® 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, fainting or feeling dizzy, very rapid heartbeat, problems breathing or swallowing, or severe rash or itching
- **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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# Support with *SaxendaCare*<sup>®</sup>

**At no cost to you, SaxendaCare<sup>®</sup> is designed to work along with Saxenda<sup>®</sup>**

The Saxenda<sup>®</sup> Hotline offers free on-demand phone support to help you get started with treatment.

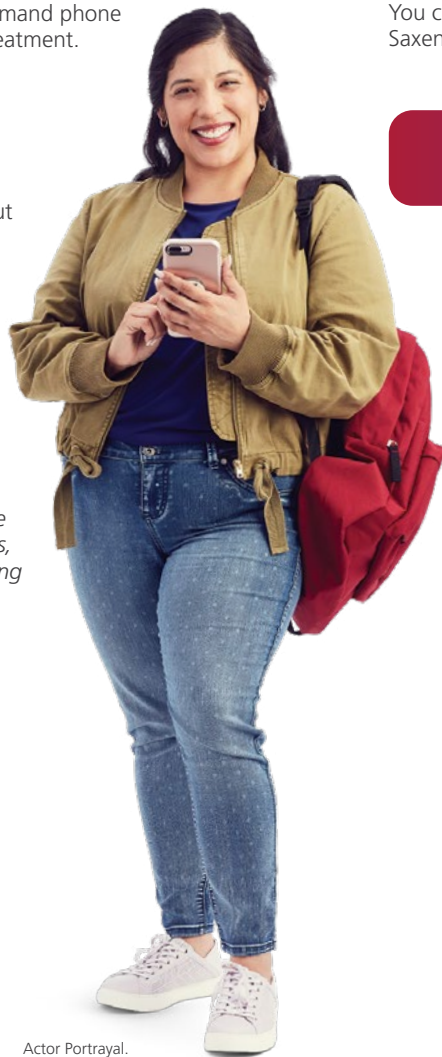
## Call the Saxenda<sup>®</sup> Hotline to

- Get answers to your questions about taking Saxenda<sup>®</sup>
- Learn about your Saxenda<sup>®</sup> pen

**Discover support today by calling the Saxenda<sup>®</sup> Hotline at 1-844-845-6913**

Visit [Saxenda.com](https://www.novo-pi.com/saxenda) for more information.

*Remember to talk with your health care provider about making lifestyle changes, like increasing physical activity and eating fewer calories.*



Actor Portrayal.

# Choose the support that works for you with *SaxendaCare*<sup>®</sup>

**Start for FREE today**

You can call 1-877-304-6894 anytime with questions about Saxenda<sup>®</sup>.

Learn more at [Saxenda.com](https://www.novo-pi.com/saxenda)

## Important Safety Information

### What are the possible side effects of Saxenda<sup>®</sup>? (cont'd)

The most common side effects of Saxenda<sup>®</sup> in adults include nausea, diarrhea, constipation, vomiting, injection site reaction, low blood sugar (hypoglycemia), headache, tiredness (fatigue), dizziness, stomach pain, and change in enzyme (lipase) levels in your blood. Additional common side effects in children are fever and gastroenteritis.

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**Saxenda<sup>®</sup>**  
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 ready
- **Activate your Savings Offer and enroll in SaxendaCare®**  
– Be sure to activate your Savings Offer 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 Offer program, you can submit a claim with us to receive the same benefit



Text "**SAVE**" to **68795** to activate your Savings<sup>a</sup>  
or visit **mysaxendacard.com**

## Saxenda® Savings Offer

**Don't pay full price at the pharmacy.**

See if you qualify for Saxenda® savings and download your savings offer at **mysaxendacard.com**.

<sup>a</sup>Message and data rates may apply. Message frequency varies. Text HELP for help. Text STOP to opt out. See Terms <https://www.novocare.com/eligibility/saxenda-text-savings.html>. Privacy Policy <https://www.novonordisk-us.com/privacy-notice.html>.

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.

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**Saxenda®**  
liraglutide injection **3mg**

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