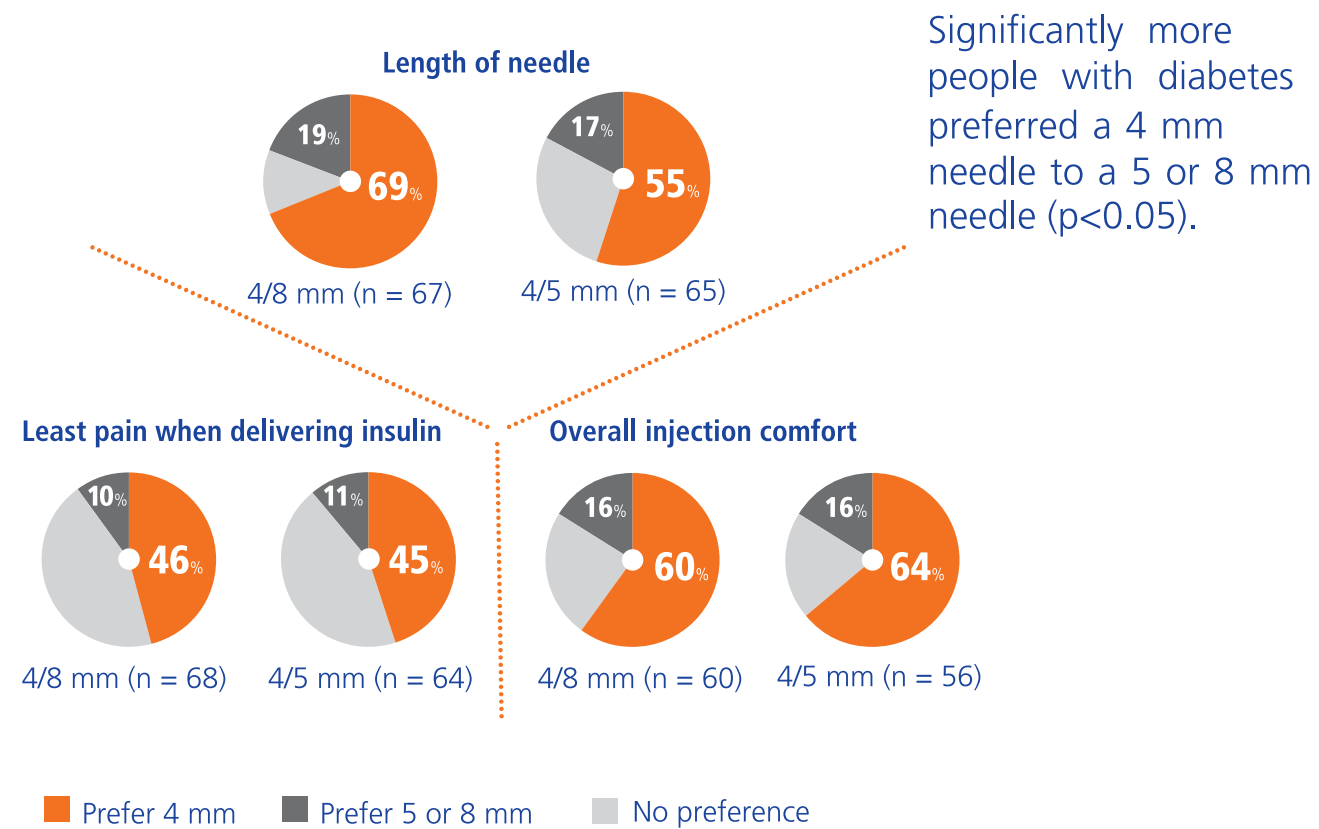


it can be more comfortable

The pain of inserting a needle and injecting may cause suboptimal compliance²



Adapted from Hirsch LJ, et al., 2010³

4mm was rated significantly more comfortable and less painful, both for needle insertion and when injecting insulin.³

BD Micro-Fine™ +



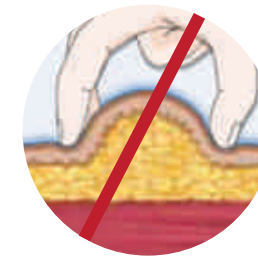
it = time for a change

72% of patients preferred new BD Pen Needle over their current needle.⁵

BD Micro-Fine™ +

Our most comfortable injection experience ever

- Shorter and effective for patients of all sizes.³
- Reduces the risk of IM injections⁴
- Allows “no-pinch” technique for all⁴
- Fits all diabetes pens*⁴



References:

1. De Coninck C, Frid A, Gaspar R, et al. Results and analysis of the 2008-2009 Insulin Injection Technique Questionnaire Survey. J Diabetes 2010;2(3):168-79. 21/11/11
2. Forum for Injection Technique & Therapy Expert Recommendations (FITTER), India. The Indian Recommendations for Best Practice in Insulin Injection & Infusion, 2017
3. Hirsch LJ, et al. Comparative glycemic control, safety and patient ratings for a new 4mm x 32G insulin pen needle in adults with diabetes. Curr Med Res Opin 2010; 6: 1531-41.
4. Gibney MA, et al. Skin and subcutaneous adipose layer thickness in adults with diabetes at sites used for insulin injections: implications for needle length recommendations. Curr Med Res Opin 2010;26(6):1519-30.
5. Pen needle clinical study, conducted by Bruno and Ridgway among 143 diabetes patients, December 2009.

* As at July 2015.

Disclaimer: The information provided herein is not meant to be used, nor should it be used, to diagnose or treat any medical condition. All content, including text, graphics, images and information, contained on or available through this literature is for general information purposes only. For diagnosis or treatment of any medical problem, please consult your physician. Becton Dickinson is not liable for any damages to any person reading or following the information set out herein.



BD Medical - Diabetes Care
 Becton Dickinson India Pvt. Ltd.
 5th & 6th Floor, Signature Tower -B,
 South City - 1, Gurgaon-122001
 Tel: 91-124-3949390, Fax: 91-124-2383224/5/6

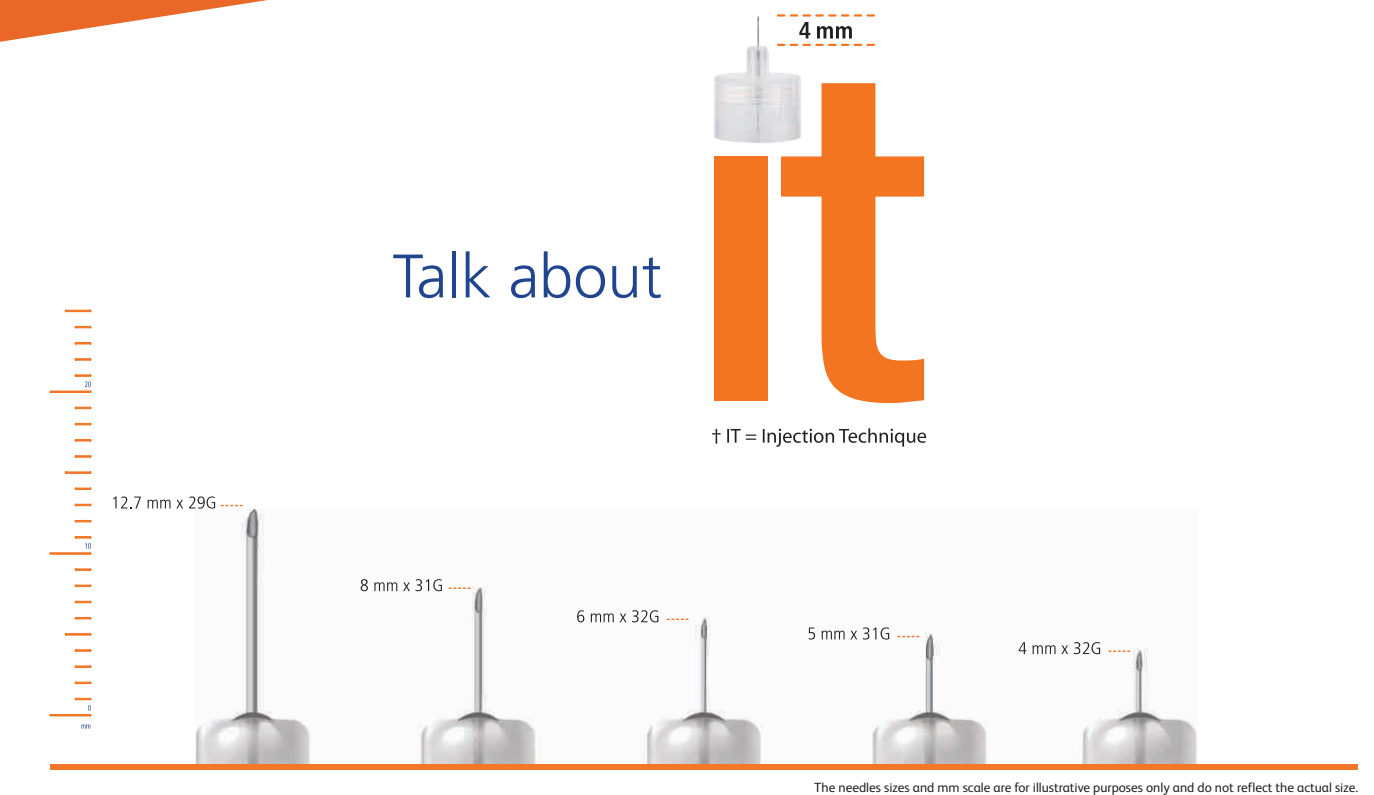
bd.com

©2017 BD, BD and BD Logo are trademarks of Becton, Dickinson and Company. BD-3412 Date of Approval as 24/08/2017



Is Your Patient missing out on a more comfortable injection experience?

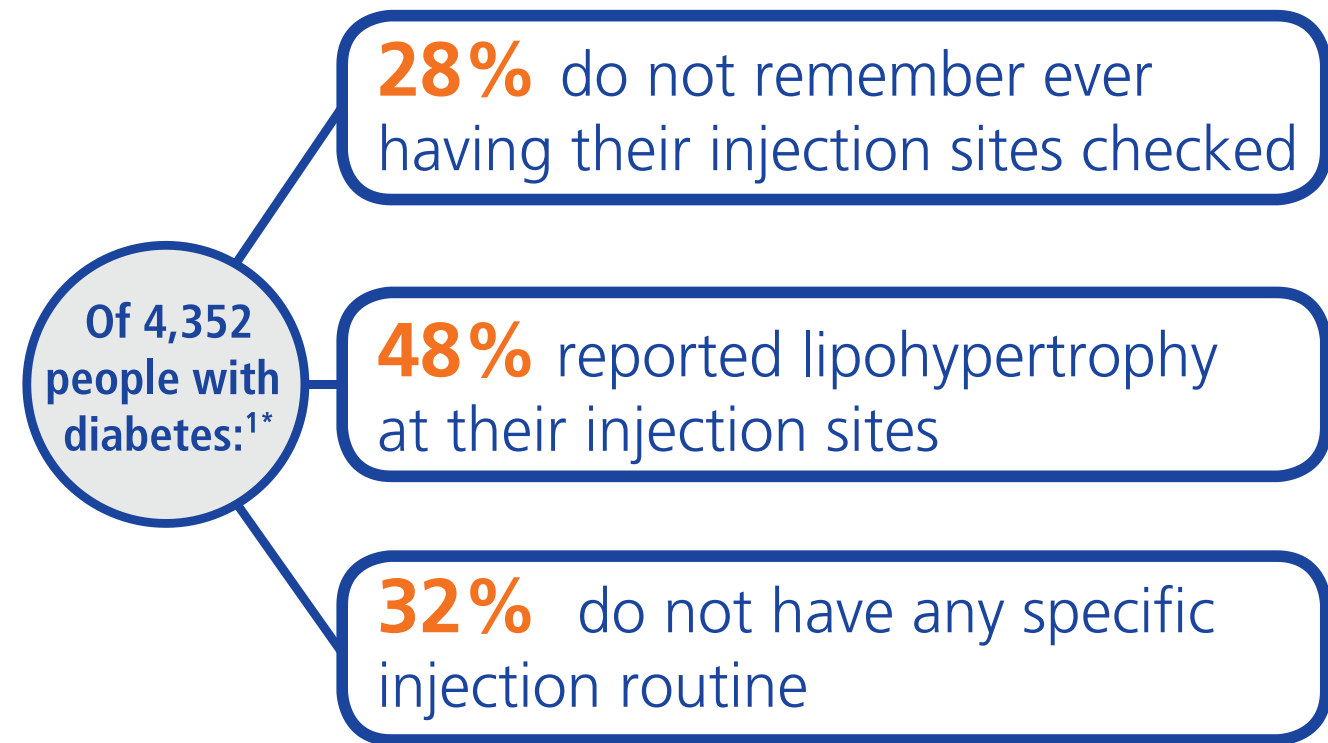
63% of people with diabetes haven't changed their needle length since diagnosis^{1*}



*Based on a survey of 4352 people with diabetes from 171 centres in 16 countries not including Canada.



Optimization of Insulin Injection Technique is critical for the success of injectable therapy²



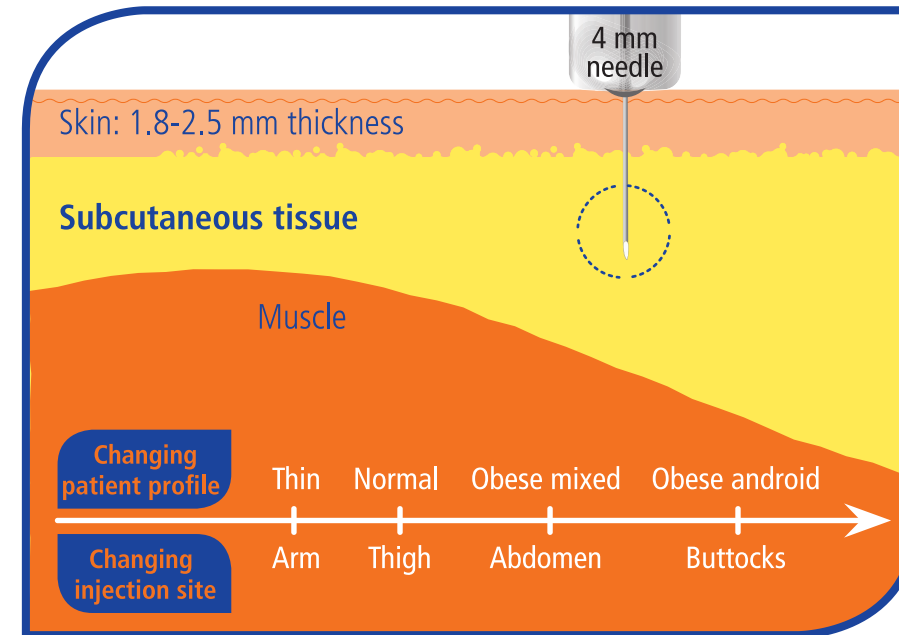
25% of people with diabetes want more IT education^{1*}

*Based on a survey of 4,352 people with diabetes from 171 centres in 16 countries not including Canada.

Injection technique (IT) is as important as type and dose of insulin in achieving optimal glycemic control²

Needle length is a key factor³

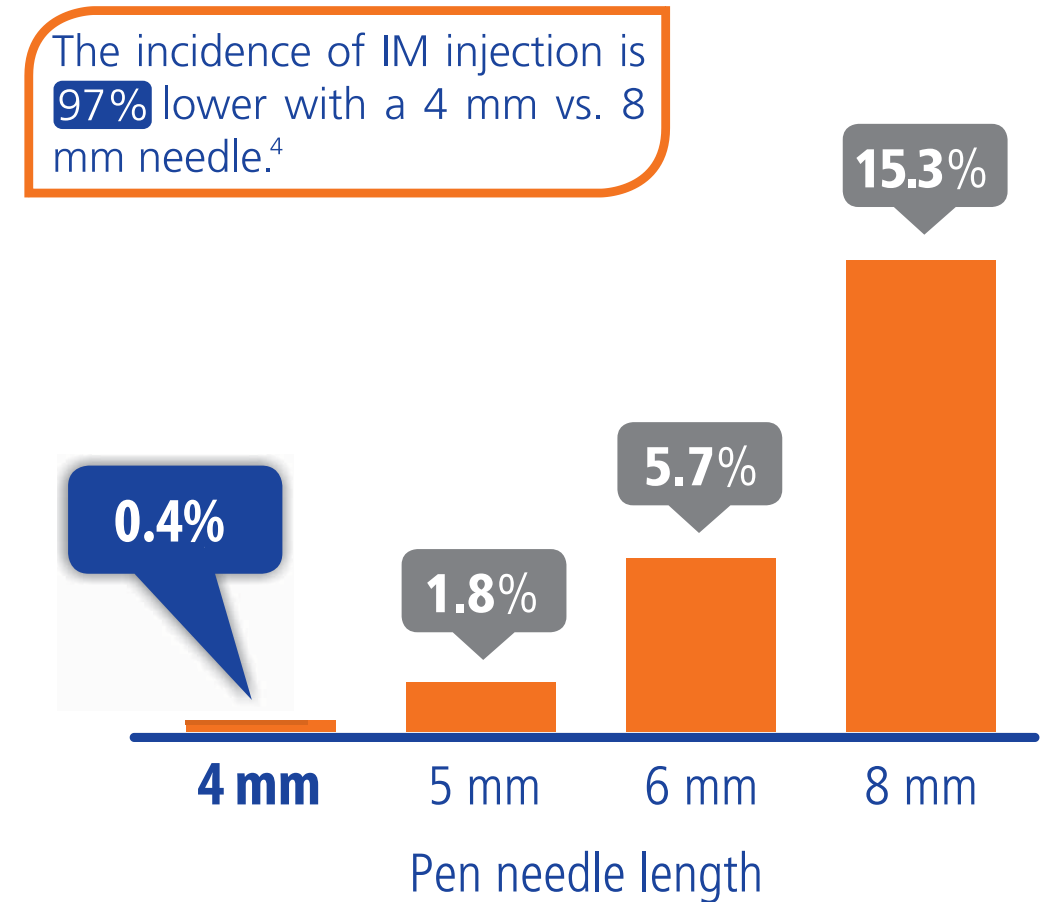
- MR imaging confirms a 4 mm needle inserted at 90° safely and consistently deposits insulin in the subcutaneous space >99.5% of the time³
- There was no significant correlation between needle length and A1C level, insulin leakage or BMI¹



Equivalent glycemic control at half the size.
There was no relationship between BMI and glycemic control when comparing 4 mm to 5 or 8 mm needles.¹

Injection technique (IT) is as important as type and dose of insulin in achieving optimal glycemic control²

Calculated incidence of IM injections



Adapted from Gibney MA, et al, 2010⁴