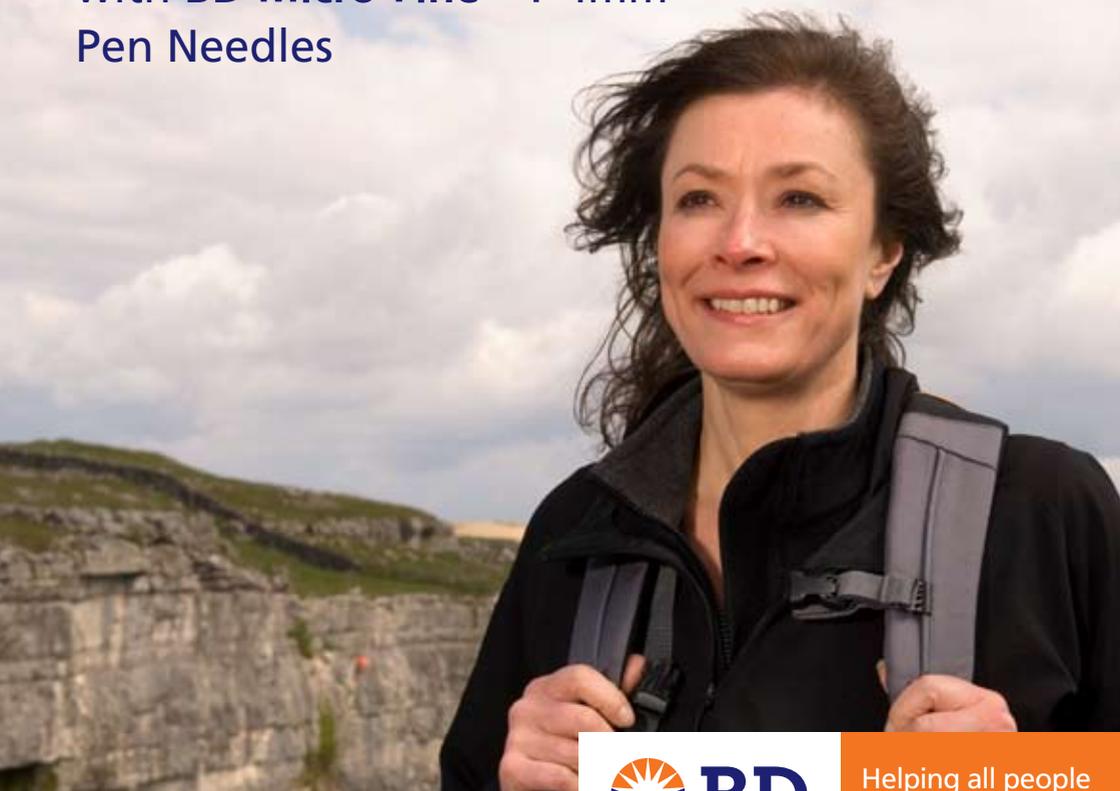


Living Well

with **BD Micro-Fine™ + 4mm**
Pen Needles



Helping all people
live healthy lives

Our most comfortable
injection experience ever

Injecting doesn't have to be such a pain, does it?

We all know that injecting yourself a number of times a day is not a comfortable experience. Even if you have been injecting for years, it can still hurt. And if you are new to injecting, who wants to see a long needle?

So, all in all, although we all know how important insulin or GLP-1 injections are, they are still a pain!

Introducing our most comfortable injection experience ever!

At BD we work constantly to try and improve the injection experience for people with diabetes. Whether that's by adding a specifically adapted lubricant to our needles or using Thin Wall Technology to improve insulin flow rate and lower injection force, we pride ourselves in leading edge pen needle technology.

And now we are pleased to introduce our new **BD Micro-Fine™ + 4mm Pen Needle** to give you our most comfortable injection experience ever!

Small needle ... big difference simplifying injection technique

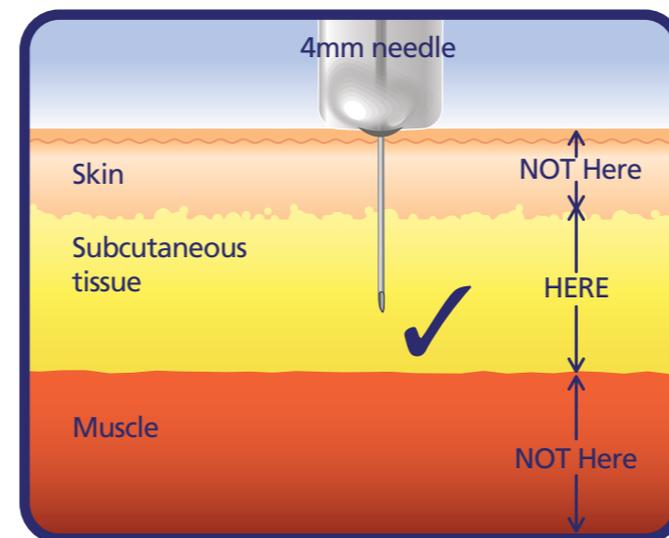
Managing your diabetes is complicated enough, so it is reassuring to know that injecting with the new **BD Micro-Fine™ + 4mm Pen Needle** is easier than ever before! And following these tips will help:

There is no need for a lifted skin fold with the **BD Micro-Fine™ + 4mm Pen Needle**



1. Avoid intramuscular injection

Inject only into the subcutaneous or fatty tissue just below your skin and not into your muscle. This is because insulin is absorbed more evenly in the subcutaneous layer, helping to control your blood glucose levels better. For the vast majority of us our skin is only between 1.8mm and 2.5mm⁺ thick. With our new **BD Micro-Fine™ + 4mm Pen Needle** you won't need a lifted skin fold to inject into the subcutaneous layer. So that's already better for you!



2. Rotate your injection sites

By rotating regularly between injection sites you will help avoid the build up of lipos (those hard, lumpy bits that can build up under your skin where you inject). Lipos don't absorb insulin particularly well and by rotating where you inject, you will lessen the chance of them forming. And because the new **BD Micro-Fine™ + 4mm Pen Needle** is so short and you don't need a lifted skin fold, it is easier to inject at all the injection sites your DSN shows you.



3. Follow the 10 second rule

Remember it is important to wait 10 seconds after your insulin/GLP-1 has been fully injected.

A simple way to allow the right time before you take the needle out is to count "One Mississippi, Two Mississippi etc up to Ten Mississippi". That way you can be sure that you have followed the ten second rule.



4. Replace your needle each time

It is important to remember that all BD pen needles are only meant to be used once and then replaced. This is because if you use a needle several times, the tip becomes blunt and the lubricant can wash away. As a consequence your injection may hurt. Did you know that all our needles are coated in a specifically adapted lubricant? So remember to use a new needle each time for a more comfortable injection experience.



no need for lifted skin fold



rotate injection sites



remember the 10 second rule



replace needle after each use

Size really does matter!

No one likes the look of needles, which is one reason why people like you like our new **BD Micro-Fine™ + 4mm** Pen Needle, our smallest, thinnest pen needle ever.

Research[†] with people using various diabetes pen needles found that most people preferred the new **BD Micro-Fine™ + 4mm** Pen Needle compared to their current needles.

4mm in length really is very small. It's even shorter than most people's eye lashes!

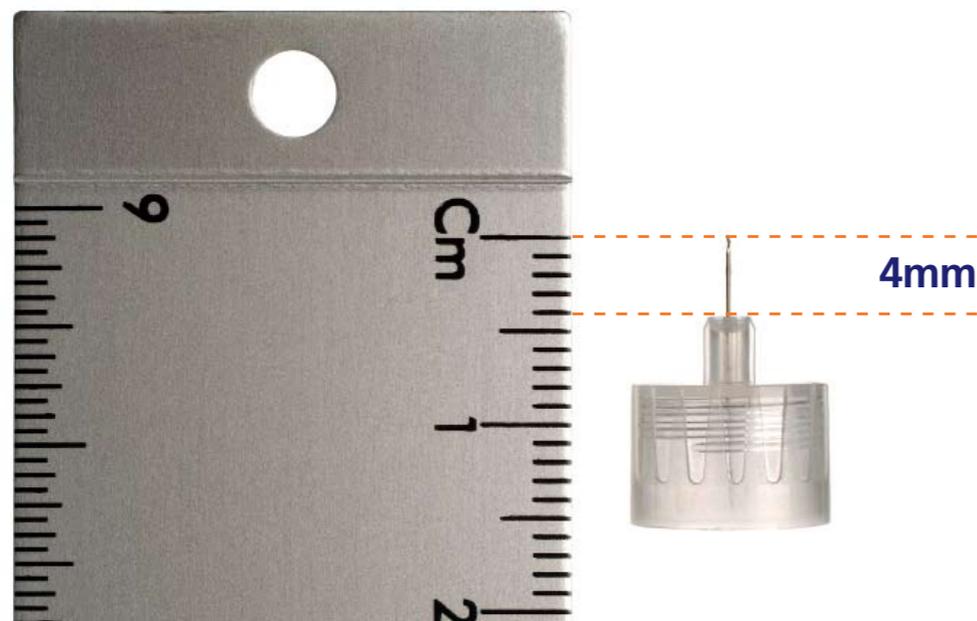
It's so small that we had to enlarge the photo so you could compare it – this is what it looks like "life size". Tiny, isn't it!



Actual size

Being small makes life easier!

Being small has its advantages. For example, you don't need to do a lifted skin fold with the **BD Micro-Fine™ + 4mm** Pen Needle which makes it much easier to do your injections. So that's a comforting thought!



We have produced lots of booklets to help you as you manage your diabetes. Ask your diabetes nurse for more information, or visit us on line at www.bddiabetes.co.uk



Customer Services Hotline
01865 781666



Helping all people live healthy lives



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[†]Skin and subcutaneous adipose layer thickness in adults with diabetes at sites used for insulin injections: implications for needle length recommendations Michael A Gibney et al Current Medical Research & Opinion (April 2010), Vol 26 (6), 1519-1530

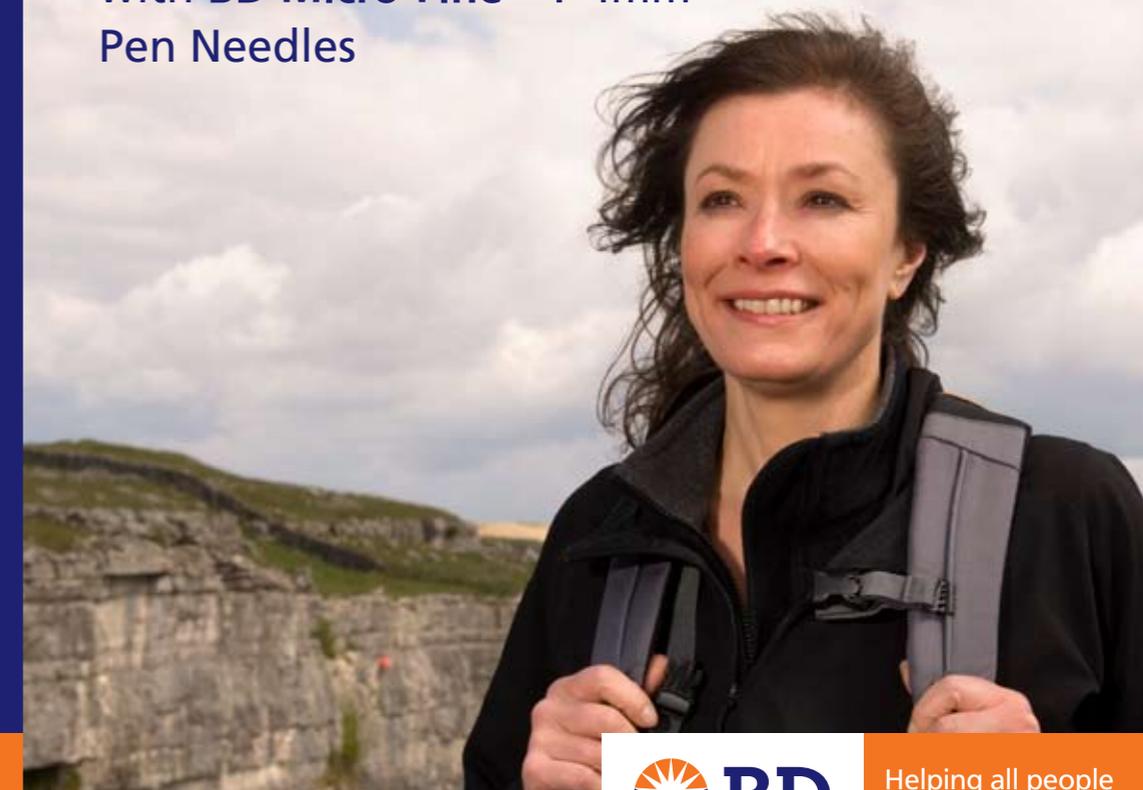
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