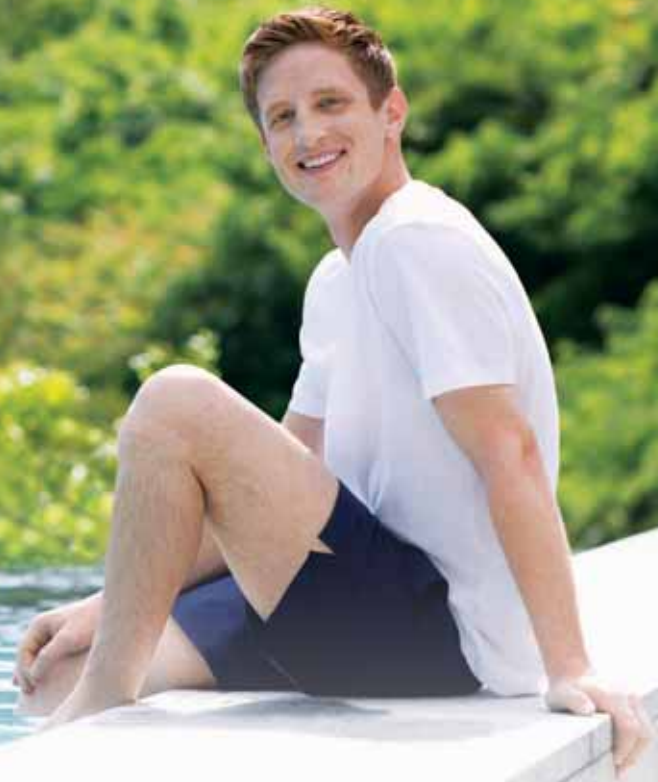




Up to  
**104°F**  
for up to  
**3 months**

Please see Prescribing Information  
for complete storage conditions.

*Julian lives with hemophilia A.*



**Novoeight®**  
is designed to go with you

### What is Novoeight®?

- Novoeight® (antihemophilic factor, recombinant) is an injectable medicine used to control and prevent bleeding in people with hemophilia A. Your healthcare provider may give you Novoeight® when you have surgery
- Novoeight® is not used to treat von Willebrand Disease

### Important Safety Information

#### Who should not use Novoeight®?

- You should not use Novoeight® if you are allergic to factor VIII or any of the other ingredients of Novoeight® or if you are allergic to hamster proteins

**Please see additional Important Safety Information throughout.  
Please see accompanying Prescribing Information.**



**novoeight®**  
*Antihemophilic Factor  
(Recombinant)*

David lives with hemophilia A.

## Get ready to go

“I’m planning on going to work as a camp counselor this summer. Having a factor I can store and take with me is a relief.”

—Real patient with hemophilia A

### Important Safety Information

What is the most important information I need to know about Novoeight®?

- Do not attempt to do an infusion yourself unless you have been taught how by your healthcare provider or hemophilia center
- Call your healthcare provider right away and stop treatment if you get any of the following signs of an allergic reaction: rashes or hives, difficulty breathing or swallowing, tightness of the chest, swelling of the lips and tongue, light-headedness, dizziness or loss of consciousness, pale and cold skin, fast heartbeat, or red or swollen face or hands

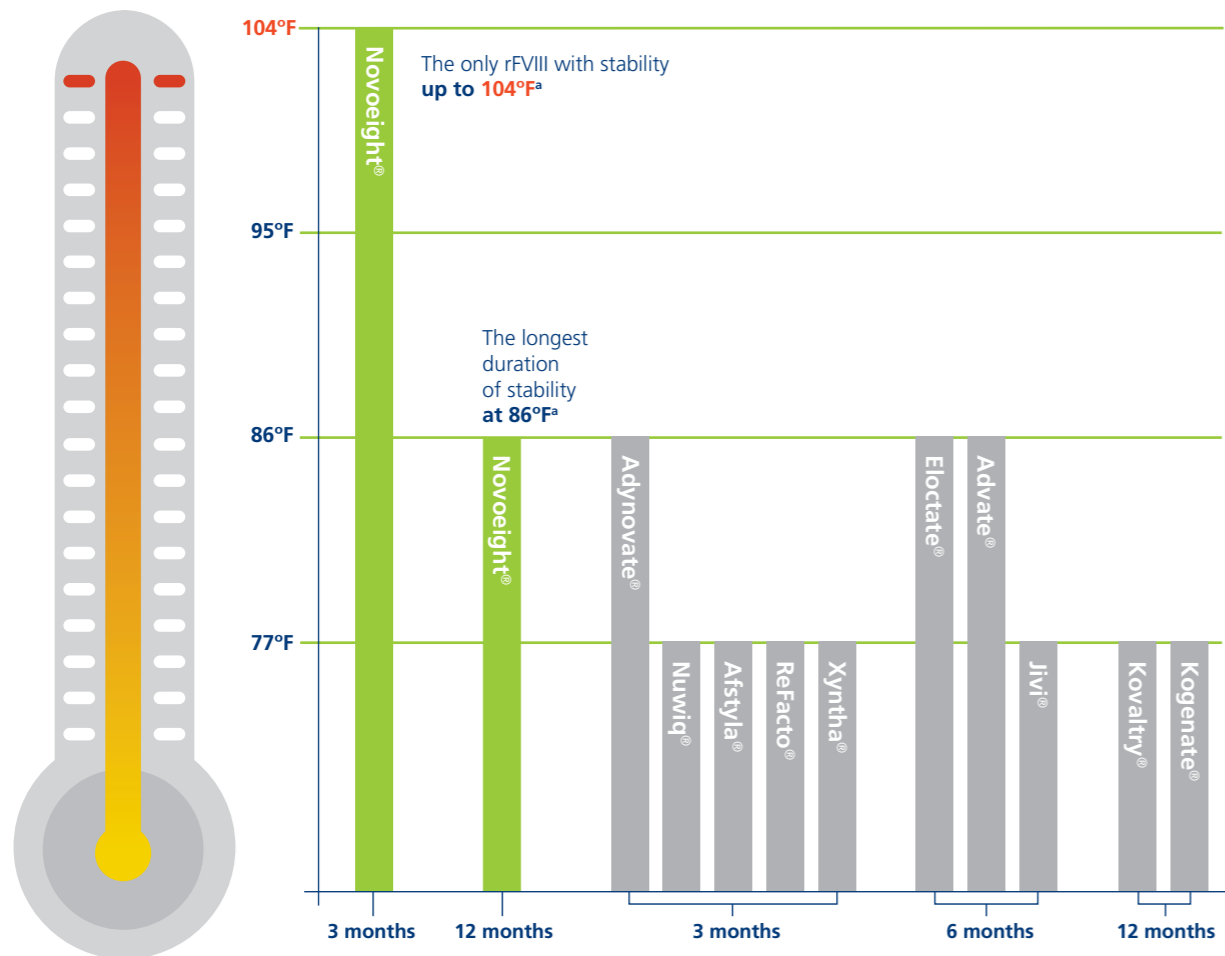
Please see additional Important Safety Information throughout.

2 Please see accompanying Prescribing Information.

**novoeight**<sup>®</sup>  
Antihemophilic Factor  
(Recombinant)

# Novoeight® — A higher degree of portability

Novoeight® is the only factor VIII with stability up to **104°F** for up to 3 months



rFVIII=recombinant factor VIII.

<sup>a</sup>Compared with other recombinant FVIII products.

Please see Prescribing Information for complete storage conditions.

# At home or away, Novoeight® is designed to keep you covered

The highest storage temperature for the longest duration<sup>b</sup>

Novoeight® can be stored:

Up to **104°F**  
for up to **3 months**

Up to **86°F**  
for up to **12 months**

Highest storage temperature after reconstitution<sup>b</sup>

Up to **2-hour**  
storage time at 104°F

Longest room temperature storage time after reconstitution<sup>b</sup>

Up to **4-hour**  
storage time at 86°F

<sup>b</sup>Compared with other recombinant FVIII products.

Please see Prescribing Information for complete storage conditions.

## Important Safety Information

What should I tell my healthcare provider before using Novoeight®?

- Before taking Novoeight®, you should tell your healthcare provider if you have or have had any medical conditions, take any medicines (including non-prescription medicines and dietary supplements), are nursing, pregnant or planning to become pregnant, or have been told that you have inhibitors to factor VIII

Please see additional Important Safety Information throughout.  
Please see accompanying Prescribing Information.

**novoeight®**  
Antihemophilic Factor  
(Recombinant)



## Portability that fits into your lifestyle

### Ready to travel



**Compact packaging** offers easy storage to fit into your bag



**Small kit** holds up to a week's worth of factor

Customizable case covers

### Important Safety Information

#### What should I tell my healthcare provider before using Novoeight®? (cont'd)

- Your body can make antibodies called "inhibitors" against Novoeight®, which may stop Novoeight® from working properly. **Call your healthcare provider right away if your bleeding does not stop after taking Novoeight®**

Please see additional Important Safety Information throughout.  
Please see accompanying Prescribing Information.

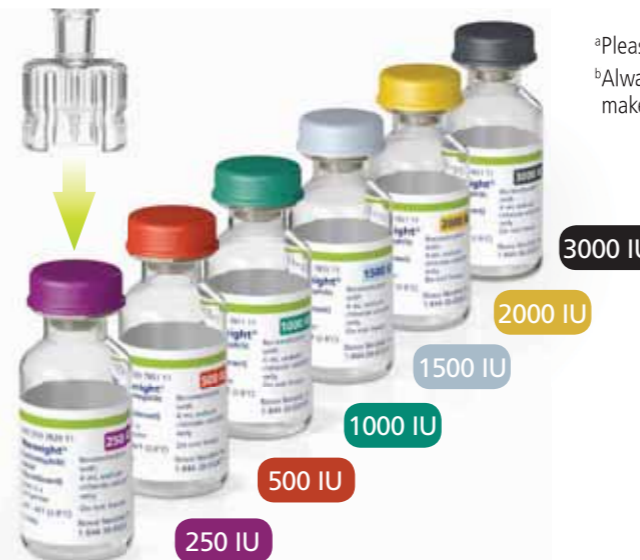
## Preparation that won't slow you down

With MixPro®, preparing a dose of Novoeight® is as quick as<sup>a</sup>

**1 ATTACH**  
One 4 mL prefilled diluent syringe, works with any dose strength

**2 TWIST**  
Adapter connects the syringe and vial

**3 MIX**  
Multiple dose strengths let you infuse with few vials<sup>b</sup>  
Do not attempt to do an infusion yourself unless you have been taught how by your health care provider or hemophilia treatment center.



<sup>a</sup>Please refer to Instructions for Use for complete information.  
<sup>b</sup>Always check the actual dosage strength printed on the label to make sure you are using the strength prescribed by your doctor.

**novoeight®**  
Antihemophilic Factor  
(Recombinant)



*Vaughn lives with hemophilia A.*

## Count on experience

“When I’m out and doing physical activity, it’s helpful that Novoeight® is easy to take with me and use.”

—Vaughn, Novoeight® user

### Important Safety Information

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

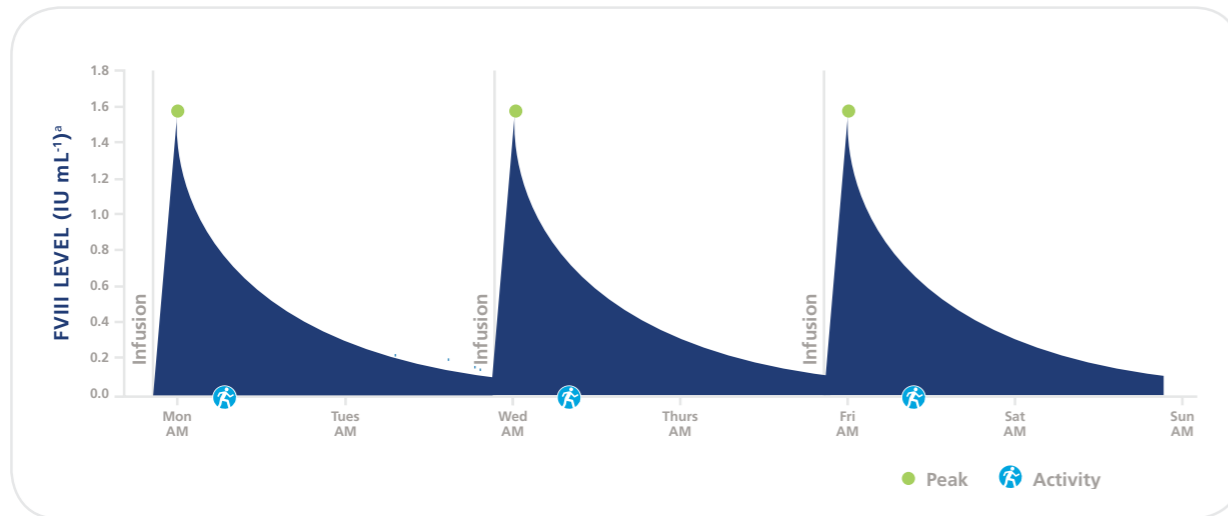
- Common side effects of Novoeight® include inhibitors in patients who were not previously treated with factor VIII products, swelling or itching at the location of injection, and fever

Please see additional Important Safety Information throughout. Please see accompanying Prescribing Information.

**novoeight®**  
*Antihemophilic Factor  
(Recombinant)*

# Novoeight® keeps up with your lifestyle

Speak with your doctor about your activity and appropriate prophylaxis dosing schedule



Dosing and appropriate level of activity may be different from person to person. You should speak to your hematologist to figure out which dosage and schedule are right for you, as well as which activities are safe for you to engage in.

**Taking Novoeight® 3 times weekly may be all you need<sup>b</sup>**

<sup>a</sup>Derived from Jiménez-Yuste, et al. Mean pharmacokinetic profiles are based on patients aged ≥12 years who received a single 50 IU/kg dose of Novoeight®.

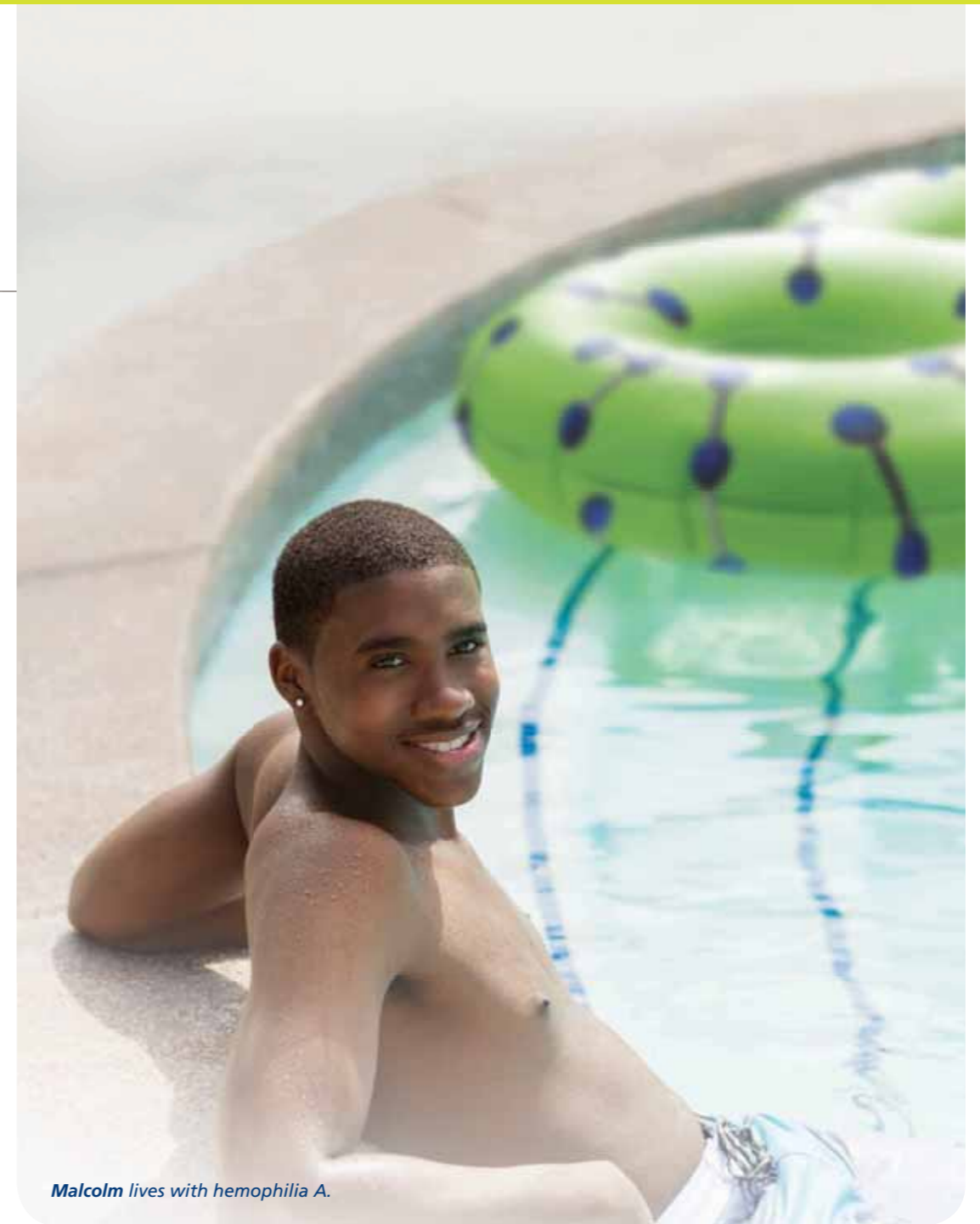
<sup>b</sup>Novoeight® is approved for routine prophylaxis every other day or 3 times weekly.

## What is Novoeight®?

- Novoeight® (antihemophilic factor, recombinant) is an injectable medicine used to control and prevent bleeding in people with hemophilia A. Your healthcare provider may give you Novoeight® when you have surgery
- Novoeight® is not used to treat von Willebrand Disease

**Please see additional Important Safety Information throughout.**

**Please see accompanying Prescribing Information.**



*Malcolm lives with hemophilia A.*

**novoeight®**  
Antihemophilic Factor  
(Recombinant)



## Novoeight®—established safety profile for previously treated people who switched

0 inhibitors confirmed in one of the largest clinical trials with

225  
previously treated patients

receiving

88,000  
infusions

- In a clinical trial of PUPs, 42.9% developed inhibitors<sup>a</sup>

OVER  
**9** years of clinical experience with Novoeight® in previously treated patients

### Established safety profile

- Safety results were consistent among adults, adolescents, and children
- No blood clots occurred during the trials
- The most frequently reported adverse reactions in previously treated patients included swelling or itching at the location of the injection, and fever
- Safety results reported after FDA approval have been similar to those observed during clinical trials
- Common side effects of Novoeight® include inhibitors in patients who were not previously treated with factor VIII products

PUP=previously untreated patient; PTP=previously treated patient.

<sup>a</sup>59 PUPs with severe hemophilia A (factor VIII level  $\leq 1\%$ ) received at least one dose of Novoeight® as part of either routine prophylaxis or on-demand treatment of bleeding episodes. Patients developed inhibitors with a mean of 14.1 exposure days at the time of the first positive inhibitor test. High risk genetic mutations were identified in 91.7% of the overall inhibitors and 93.3% of the high titer inhibitors.



*Clyde lives with hemophilia A.*

### Important Safety Information

#### Who should not use Novoeight®?

- You should not use Novoeight® if you are allergic to factor VIII or any of the other ingredients of Novoeight® or if you are allergic to hamster proteins

Please see additional Important Safety Information throughout.

Please see accompanying Prescribing Information.

**novoeight®**  
Antihemophilic Factor  
(Recombinant)

## Take control of your bleeds and keep going

“Having talked to some fellow patients, doing my own research, and looking at the clinical trials, I felt like taking Novoeight<sup>®</sup> was a good decision for me.”

—Tammy, Novoeight<sup>®</sup> user

### Important Safety Information

What is the most important information I need to know about Novoeight<sup>®</sup>?

- Do not attempt to do an infusion yourself unless you have been taught how by your healthcare provider or hemophilia center



## Novoeight<sup>®</sup> was proven to help control bleeding in clinical trials

Overall annualized bleeding rates (ABR) were low<sup>a</sup>

All patients (0–65 years old)

# 3.7

median bleeds per year<sup>a</sup>

Children (11 years old or younger)

# 3.0

median bleeds per year<sup>b</sup>

Results of an initial clinical trial studying the effectiveness and safety in children

Long-term safety trial

# 1.4

median bleeds per year<sup>c</sup>

The majority of patients continued in a safety extension trial

Median describes the midpoint value within the range of annual bleeds reported.

<sup>a</sup>Based on median annualized bleeding of 213 previously treated patients who took Novoeight<sup>®</sup> on a regular schedule.

<sup>b</sup>Based on median annualized bleeding of 63 previously treated patients who took Novoeight<sup>®</sup> on a regular schedule for up to 104 days.

<sup>c</sup>Based on median annualized bleeding of 206 previously treated patients who took Novoeight<sup>®</sup> on a regular schedule for up to 6 years.

<sup>d</sup>Results for previously treated patients who took Novoeight<sup>®</sup>.

### Important Safety Information

What is the most important information I need to know about Novoeight<sup>®</sup>? (cont'd)

- **Call your healthcare provider right away and stop treatment if you get any of the following signs of an allergic reaction:** rashes or hives, difficulty breathing or swallowing, tightness of the chest, swelling of the lips and tongue, light-headedness, dizziness or loss of consciousness, pale and cold skin, fast heartbeat, or red or swollen face or hands

Please see additional Important Safety Information throughout.

Please see accompanying Prescribing Information.

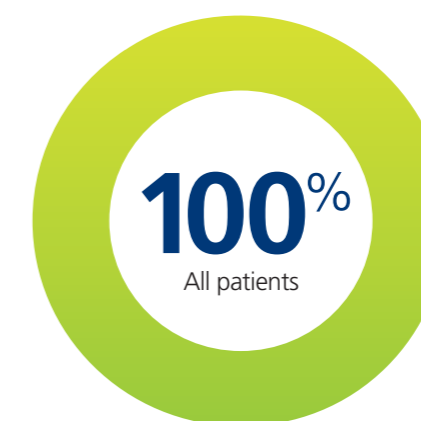
## Want a treatment that you can rely on?

Novoeight<sup>®</sup> offers effective bleed control<sup>d</sup>

Bleeds controlled with 1 or 2 infusions



Bleeds controlled for patients who had major and minor surgeries



**novoeight<sup>®</sup>**  
Antihemophilic Factor  
(Recombinant)

# Novoeight®—higher temperature isn't the only benefit

Talk with your health care provider about how Novoeight® may fit into your life

## rFVIII Comparison Guide<sup>a</sup>

Choosing an rFVIII Product	Novoeight®	Adynovate®	Advate®	Afstyla®	Eloctate®	Jivi®	Kogenate® FS	Kovaltry®	Nuwiq®	Recombinate®	Xyntha®
Storage temperature up to 104°F for 3 months	✓										
Storage temperature up to 86°F for 12 months	✓										
Greater than 4 hours of room temperature stability after reconstitution (at 86°F)	✓			✓							
Mixing device includes prefilled diluent syringe	✓				✓	✓	✓	✓	✓		✓
6 or more vial sizes	✓	✓	✓	✓	✓				✓		
Diluent volume consistent across all vial sizes	✓				✓	✓			✓	✓	✓
Lowest available diluent volume	4 mL	2 mL	2 mL	2.5 mL	3 mL	2.5 mL	2.5 mL	2.5 mL	2.5 mL	5 mL	4 mL

The above table is not intended to compare the safety or efficacy of any of the products.  
<sup>a</sup>Data current as of December 5, 2018.

### Important Safety Information

#### What should I tell my healthcare provider before using Novoeight®?

- Before taking Novoeight®, you should tell your healthcare provider if you have or have had any medical conditions, take any medicines (including non-prescription medicines and dietary supplements), are nursing, pregnant or planning to become pregnant, or have been told that you have inhibitors to factor VIII

Please see additional Important Safety Information throughout.

18 Please see accompanying Prescribing Information.

**novoeight®**  
 Antihemophilic Factor  
 (Recombinant)





Sion lives with hemophilia A.



Visit [MYNOVOSECURE.COM](https://www.mynovosecure.com) or call 1-844-NOVOSEC (1-844-668-6732) to speak with a NovoSecure™ Specialist

### Important Safety Information

#### What should I tell my healthcare provider before using Novoeight®? (cont'd)

- Your body can make antibodies called “inhibitors” against Novoeight®, which may stop Novoeight® from working properly. **Call your healthcare provider right away if your bleeding does not stop after taking Novoeight®**

Please see additional Important Safety Information throughout.  
Please see accompanying Prescribing Information.

## Are you ready to try Novoeight®?

### We're here to help you

#### Free trial program

- Talk to a NovoSecure™ Specialist to find out if you're eligible<sup>a</sup>

#### Product Assistance Program

- Apply for the Product Assistance Program by calling 1-844-NOVOSEC (1-844-668-6732) for more information<sup>b</sup>

#### Co-pay assistance program

- Get help with co-pay costs for Novoeight®, if eligible<sup>c</sup>



<sup>a</sup>Patients who have been prescribed a Novo Nordisk hemophilia and rare bleeding disorder product for an FDA-approved indication, and who have commercial insurance, may be eligible to receive a limited supply of free product. Patient is not eligible if he/she participates in or seeks reimbursement or submits a claim for reimbursement to any federal or state healthcare program with prescription drug coverage, such as Medicaid, Medicare, Medigap, VA, DOD, TRICARE, or any similar federal or state health care program. Product is provided at no cost to the patient and is not contingent on any product purchase. Physician and patient shall not: (1) bill any third-party for the free product, or (2) resell the free product.

<sup>b</sup>The Novo Nordisk Hemophilia & Rare Bleeding Disorders Product Assistance Program (PAP) is administered by NovoSecure™. To qualify for the PAP, patients must demonstrate financial need and be prescribed a Novo Nordisk factor product for an FDA indicated condition. Several factors are considered in evaluating financial need, including cost of living, size of household, and burden of total medical expenses. If the applicant qualifies under the PAP guidelines, a limited supply of the requested medication(s) will be shipped to the patient. Patients who qualify for PAP may be eligible to receive the prescribed Novo Nordisk product, for up to 1 year from the approval date. Product limits vary.

<sup>c</sup>Eligibility and Restrictions:

In order to redeem this offer patient must have a valid prescription for the brand being filled. A valid Prescriber ID# is required on the prescription. Patient is not eligible if he/she participates in or seeks reimbursement or submits a claim for reimbursement to any federal or state healthcare program with prescription drug coverage, such as Medicaid, Medicare, Medigap, VA, DOD, TRICARE, or any similar federal or state health care program (each a Government Program), or where prohibited by law. Patient must be enrolled in, and must seek reimbursement from or submit a claim for reimbursement to, a commercial insurance plan. The brand and the prescription being filled must be covered by the patient's commercial insurance plan. Offer excludes full cash-paying patients. This offer may not be redeemed for cash. By using this offer, you are certifying that you meet the eligibility criteria and will comply with the terms and conditions described herein and will not seek reimbursement for any benefit received through this card. Novo Nordisk's Eligibility and Restrictions, and Offer Details may change from time to time, and for the most recent version, please visit <https://www.mynovosecure.com/copayassistance/copay-form.html#/register-copay>. Re-confirmation of information may be requested periodically to ensure accuracy of data and compliance with terms.

This offer is valid in the United States and may be redeemed at participating retail pharmacies. Absent a change in Massachusetts law, effective July 1, 2019, the Savings Card will no longer be valid for residents of Massachusetts. Void where taxed, restricted, or prohibited by law. This offer is not transferable and is limited to one offer per person. Not valid if reproduced.

Cash Discount Cards and other non-insurance plans are not valid as primary insurance under this offer. If the patient is eligible for drug benefits under any such program, the patient cannot use this offer.

This Savings Card cannot be combined with any coupon, certificate, voucher, or similar offer.

Patient is responsible for complying with any insurance carrier co-payment disclosure requirements, including disclosing any savings received from this program. It is illegal to (or offer to) sell, purchase, or trade this offer.

This program is managed by ConnectiveRx on behalf of Novo Nordisk. The parties reserve the right to rescind, revoke or amend this offer without notice at any time.

**novoeight®**  
Antihemophilic Factor  
(Recombinant)

## NovoSecure™—Patient Support



**Product assistance**

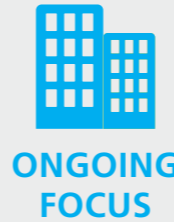


**NovoSecure™ also has representatives that speak Spanish to better serve you**



**Access to further information and a NovoSecure™ Specialist**

## Novo Nordisk continues to be committed to helping you



With over 30 years of research and clinical experience, Novo Nordisk has a continuing commitment to the bleeding disorder community



**We are committed to helping patients with treatments for:**

- FVII deficiency
- FVIII deficiency
- FVIII deficiency with inhibitors
- FIX deficiency
- FIX deficiency with inhibitors
- FXIII A-subunit deficiency
- Glanzmann's thrombasthenia with refractoriness to platelets
- Acquired hemophilia

To learn more about these and other support resources, visit [MyNovoSecure.com](https://www.mynovosecure.com) or call 1-844-668-6732.



# Is it time to reconsider your treatment?



## READY TO GO

- Highest storage temperature for the longest duration<sup>a</sup>:
  - **up to 104°F** for up to 3 months
  - **up to 86°F** for up to 12 months
- Longest room temperature storage time after reconstitution
  - **up to 4 hours at up to 86°F and up to 2 hours at up to 104°F**
- Dosing to support an active lifestyle

<sup>a</sup>Compared with other recombinant FVIII products.

Please see Prescribing Information for complete storage conditions.



## COUNT ON OUR EXPERIENCE

- Over 9 years of clinical experience with Novoeight<sup>®</sup> in previously treated patients



## BLEED CONTROL AND PREVENTION

### Bleeds treated with 1 or 2 infusions

- 89% of adults and adolescents aged 12-65
- 95% of children aged 0-11

Visit [Novoeight.com](http://Novoeight.com) to connect with your local Novo Nordisk Representative and learn about support that can help you

## Important Safety Information

### What are the possible side effects of Novoeight<sup>®</sup>?

- Common side effects of Novoeight<sup>®</sup> include inhibitors in patients who were not previously treated with factor VIII products, swelling or itching at the location of injection, and fever

Please see additional Important Safety Information throughout.  
Please see accompanying Prescribing Information.



Novo Nordisk Inc., 800 Scudders Mill Road, Plainsboro, New Jersey 08536 U.S.A.

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**novoeight<sup>®</sup>**  
*Antihemophilic Factor  
(Recombinant)*

