

# Health Awareness

## Inhaled Insulin Offers A Breakthrough In Insulin Delivery

(NAPSA)—Diabetes is a growing health crisis, affecting nearly 21 million Americans. Most have type 2 diabetes—a progressive disease—and ultimately many will require insulin therapy. Despite the availability of insulin, a proven and effective treatment for diabetes, average blood sugar levels have continued to rise over the last 10 years. Approximately two out of three people with type 2 diabetes have uncontrolled blood sugar levels even if they are currently on treatment. Many patients are reluctant to start or increase insulin treatment because of injections. Some delay insulin use for as long as 10 years.

For the first time, there is now an insulin that does not need to be injected. EXUBERA® (insulin human [rDNA origin]) Inhalation Powder, the first and only FDA-approved inhaled insulin, is now available to help treat adults with diabetes.

EXUBERA is one of the most innovative new drug delivery systems. Scientists worked for decades to develop a form of insulin that could be inhaled rather than injected, in hopes that people would be more apt to use the treatment to manage their diabetes. Insulin is the most optimal treatment since it replaces the body's lost supply. Good blood sugar control is important because uncontrolled diabetes leads to devastating complications such as blindness, kidney failure, amputation, heart disease and even death.



**Diabetes patients now have a new treatment option for managing the disease.**

### One Patient's Story

Tony Olivieri shares one thing—type 2 diabetes—in common with his parents and four of his 10 siblings. Diabetes is commonly known as “sugar diabetes” within the Hispanic community. Diabetes in Hispanic Americans is a serious health challenge. On average, about 2.5 million (or 9.5 percent) of Hispanic and Latino Americans aged 20 years or older have diabetes.

Olivieri understood how important it was for him to manage his diabetes so he went to his doctor and was prescribed diabetes pills. “I’ve seen family members and friends resist seeking treatment because they were embarrassed, ashamed or afraid of the pain of insulin injections,” Olivieri says. “I didn’t want that to happen to me so I immediately went to the

doctor and we developed a treatment plan.”

He started taking diabetes pills, but after several years found that he was unable to achieve good control of his blood sugar levels. Eventually his doctor prescribed insulin injections. “I found the transition to be traumatic because of the pain, fear and worry that I had using needles,” he says.

In 2002, Olivieri learned he qualified for a clinical trial for EXUBERA. “Using EXUBERA was a really important decision I made about managing my diabetes,” he says. “By using EXUBERA, I’m able to better control my blood sugar levels and reduce the number of injections I have to take. It didn’t take me very long to learn how to use it either.”

EXUBERA is a prescription medicine that contains an insulin powder that patients breathe in (inhale) through the mouth using the EXUBERA® Inhaler. It is used to treat adults with type 1 and type 2 diabetes. It helps to control high blood sugar. For adults with type 2 diabetes, EXUBERA may be used by itself, or with diabetes pills, or with a longer-acting insulin. For adults with type 1 diabetes, EXUBERA is always used with treatment that includes a longer-acting insulin.

To learn more about EXUBERA, including product and prescribing information, patients and health care providers can visit [www.EXUBERA.com](http://www.EXUBERA.com).



*Note to Editors: Patients should not take EXUBERA if they smoke, start smoking, or quit smoking less than six months ago. Because EXUBERA may lower lung function, patients will need to take a breathing test before they start treatment and from time to time as they keep taking EXUBERA. Individual results may vary.*

*Some people may get a cough, dry mouth or chest discomfort after inhaling EXUBERA. Patients should tell their health care provider if they have lung disease, are pregnant or may become pregnant. Children and teenagers should not use EXUBERA because it has not been tested enough in children and teenagers under 18 years of age. As with other diabetes medications, people on EXUBERA may experience episodes of low blood sugar (hypoglycemia). It is important for patients to check their blood sugar, as their health care provider has advised them.*

*To learn more about EXUBERA, including product and prescribing information, patients and health care providers can visit [www.EXUBERA.com](http://www.EXUBERA.com).*