

CeQur Simplicity™

MEALTIME INSULIN **SIMPLIFIED**™

WEAR UP TO 7 DAYS

The Challenge: Insulin only works when used consistently



Of the 29.7 million Americans diagnosed with diabetes, ~4 million are on mealtime insulin[1,2]*

- Intensification of insulin therapy with mealtime dosing has proved to help people with diabetes achieve glycemic targets[3,4]

The Problem: People on multiple daily injections (MDI) are **missing insulin doses** and not taking their insulin as prescribed

Burdens associated with taking multiple injections include interference with daily activities, embarrassment, and injection pain[5]

72%

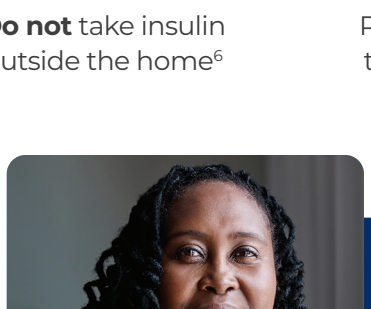
Do not take insulin outside the home[6]

57%

Reported **missing injections** they knew they should take[5]

40%

Forgot their insulin[7]



Missed insulin doses raise A1C, which increases the risk of diabetes complications and the cost of care.[8,9†]

*Seagrove Partners; The Diabetes Forum: 2022 Insulin Pump Market Primer analyst report.
†Based on a 2006 survey of type 1 diabetes youth using CSII with suboptimal A1C levels ≥8 (n=48) in the US. Linear regression showed that at 3 months, there was a 0.92% increase in A1C for every 4 meal boluses missed.

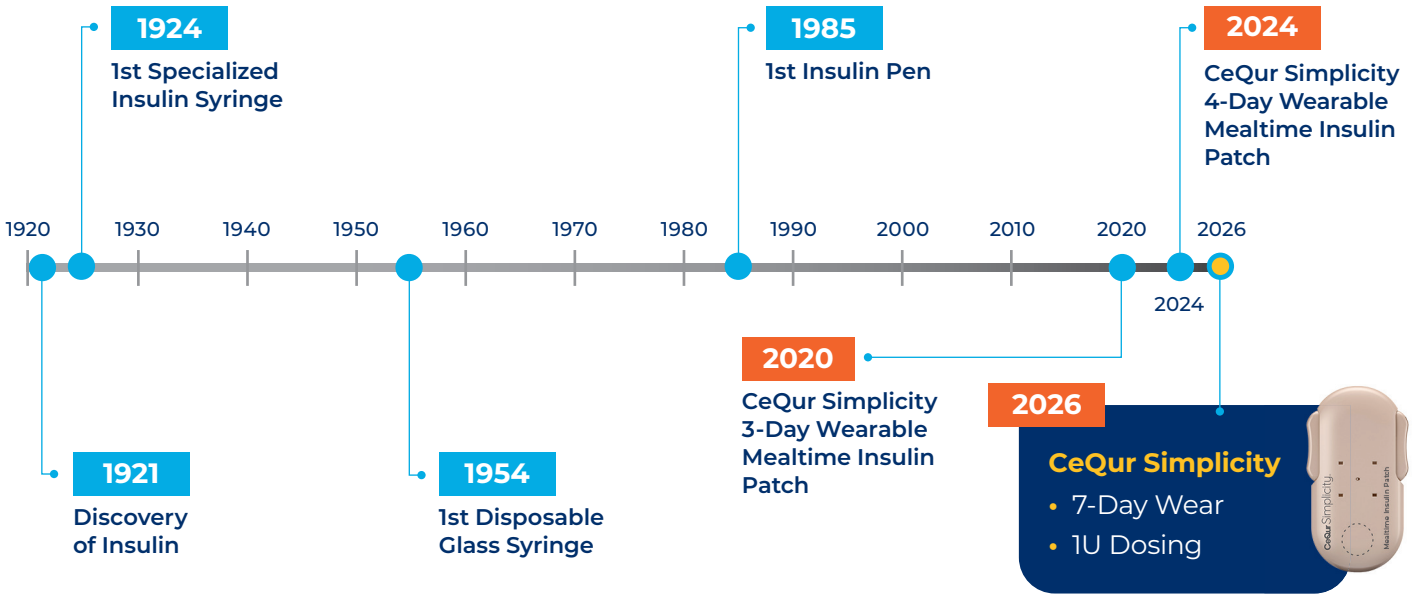
Mealtime insulin delivery hasn't been simple for people with diabetes until now

Over 7 days, 1 patch replaces up to 21 injections

Type	Therapy Over 7 Days‡	Per Year	Inject or Click?
Syringes	 21 Injections	1095	
Pens	 21 Injections	1095	
CeQur Simplicity™	 1 Insertion	52	

‡Regular basal doses are still needed; 21 injections are based on 3 meal boluses per day for 7 days.

Insulin delivery milestones for **people with diabetes**[10]



The first and only mealtime insulin patch that can be worn for up to **7 days**

An alternative to MDI is now available in two dosing options

Injections



Syringes



Pens



2U Patch

For patients on larger volumes of rapid-acting insulin who can handle 2-unit dosing increments



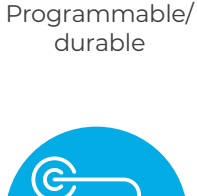
1U Patch

For insulin-sensitive patients who have lower rapid-acting insulin needs and dose in 1-unit increments

CSII pumps



Programmable/ durable



Set rates/ disposable

CeQur Simplicity™

MEALTIME INSULIN **SIMPLIFIED**™

An insulin delivery device in a category all its own

- An on-demand bolus-only **wearable** insulin patch that holds up to 240 units—20% more![11]
- It's not a pen. It's not a CSII pump. It's simply an up to **7-day wearable mealtime insulin patch**
- For people over 21 years of age with diabetes who want to be **more adherent** with their mealtime insulin

CeQur Simplicity offers advantages over syringes, pens, and pumps



Convenient

- Wear for up to **7 days**
- Fits into patient's lifestyle
- Wearable while showering, sleeping, exercising, and swimming
- Holds a maximum of **240 units** of rapid-acting insulin[§]



Discreet

- Wear and dose under clothing
- One click administers **2 units or 1 unit** of insulin
- Thin (<4 stacked quarters), compact (65 x 36 mm), and lightweight (10 gm)



Injection-Free

- **Better adherence**[11]
- Fewer injections: 1 patch replaces up to 21 mealtime injections
- Less pain[11]

CeQur Simplicity **is designed for safety**

2-button safety mechanism ensures that dosing occurs only when intended[12]

Buttons lock when patch is empty or cannula is occluded[12]

Tactile and audible feedback indicates insulin delivery[12]

Adhesive designed to keep patch on skin for **up to 7 days**

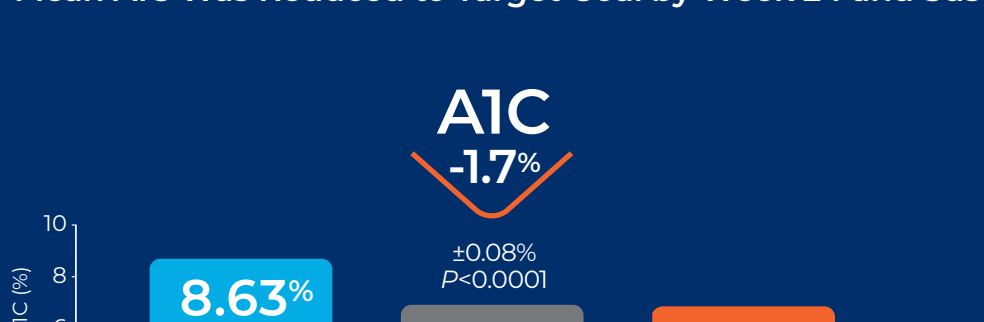
Water-resistant to a depth of 1 meter for up to 30 minutes

[§]Labeled for use with Humalog® U-100 and NovoLog® U-100 for people with diabetes over 21 years of age

Use of CeQur Simplicity: Clinically shown to improve glycemic control[11,13]

With use of CeQur Simplicity, **A1C target goals were achieved**

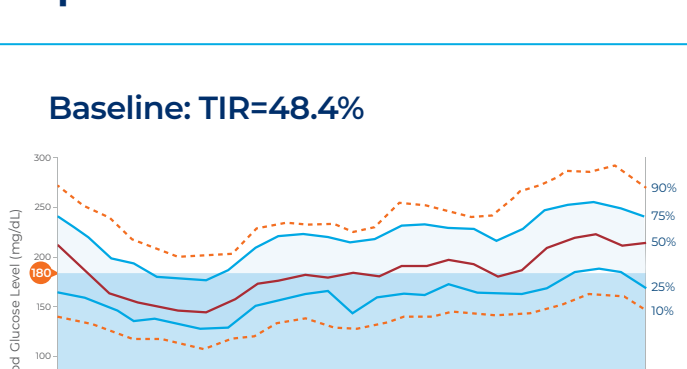
Clinical Outcome Study Findings[11]
Mean A1C Was Reduced to Target Goal by Week 24 and Sustained at Week 44



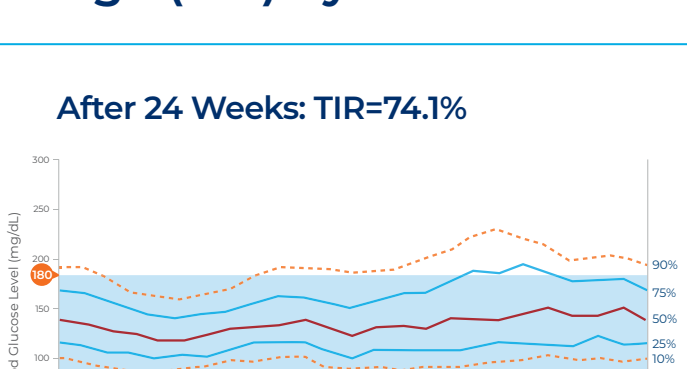
Results were comparable to pens.
Consistent A1C <7% supports HEDIS Comprehensive Diabetes Care measure.

After 24 weeks with CeQur Simplicity, **patients increased time-in-range (TIR) by 50%[13]**

Baseline: TIR=48.4%



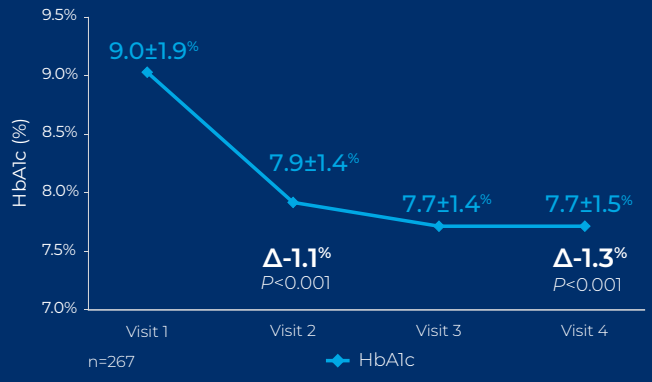
After 24 Weeks: TIR=74.1%



The International Consensus on Time in Range defines clinical target for TIR≥70%, which is evidenced to be equivalent to an A1C of ≤7%.[14]

Real-world experience mirrors robust clinical data[15]

Real-world experience demonstrated significant A1C reduction in a retrospective chart review[15]

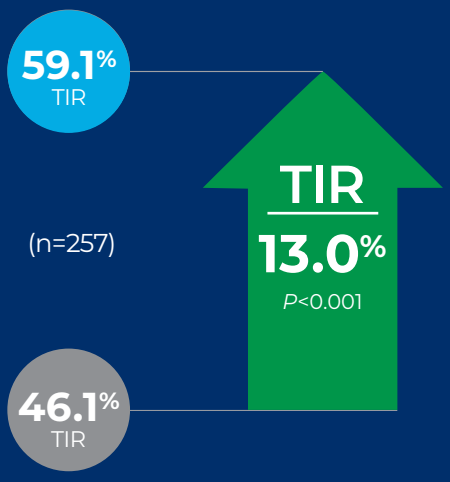




Using CeQur Simplicity reduced A1C by 1.3%

- Significant changes in A1C were seen after Visit 1 and sustained out to Visit 4 when switching to CeQur Simplicity

Switching to CeQur Simplicity resulted in a 28% improvement in TIR after 1 visit





- TIR increase resulted in an additional 3 hours within range per day
- CGM users saw change between Visit 1 and Visit 2
- Glycemic improvements were achieved without an increase in hypoglycemia risk or BMI

Patient characteristics

- 385 adults with T1D or insulin-treated T2D
- Primarily using MDI insulin delivery
- 72.2% were Hispanic
- Mean age: 60.9±10.3 years
- Mean duration of diabetes: 15.1±10 years
- Used deidentified electronic records
- Initiated therapy with the CeQur Simplicity between February 2024 and May 2025
- Available baseline HbA1c and/or CGM data and ≥1 follow-up visit

Patients prefer CeQur Simplicity to pens and syringes

Three clinical studies have confirmed that people with diabetes strongly prefer CeQur Simplicity over other delivery methods

In the human factor study, participants compared CeQur Simplicity to pens and syringes[16]:

98%
said they could dose discreetly in public

95%
said it was easier to dose insulin

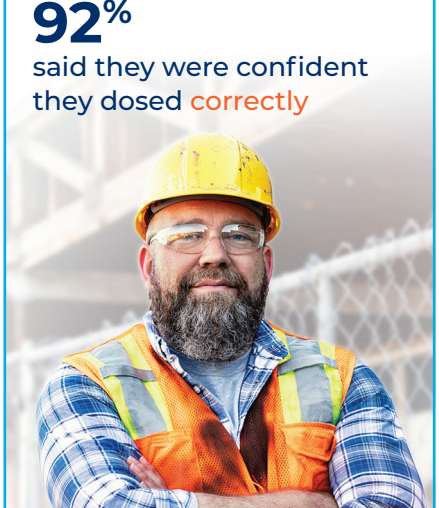


In the randomized-controlled trial, participants compared CeQur Simplicity to insulin pens[11]:

90%
said taking mealtime insulin was painless

94%
said they felt confident managing their insulin

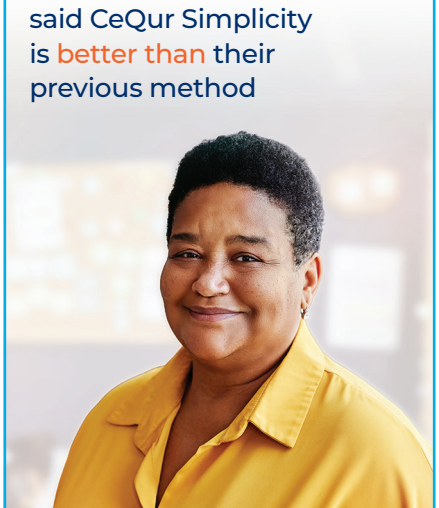
92%
said they were confident they dosed correctly



In the real-world insulin delivery satisfaction survey, participants compared CeQur Simplicity to insulin pens, pumps, syringes, and inhaled insulin[17]:

94%
said they were completely or very satisfied with CeQur Simplicity

93%
said CeQur Simplicity is better than their previous method



All images are actor portrayals.

Easy to teach, easy to learn[11]

84%
say training was EASY[16]

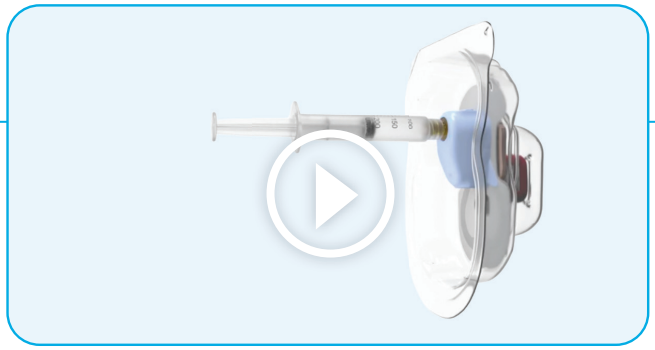
Most needed <30 minutes of training[16]

Confidence comes quickly[16]

Most patients said they felt fully comfortable applying the patch after just 1-3 times.[16]

9 out of **10** patients said that they follow their insulin regimen **better with CeQur Simplicity**[16]

Patients must be trained by a healthcare professional or CeQur Cares™ clinician



Patient training video and resources available at
MyCeQurSimplicity.com/resources-support

English

Español

Scan here to watch our Quick Start Training Videos

Identifying candidates for CeQur Simplicity[||]



Mike: Not at goal; struggles with adherence

- Diagnosed with T2D and not at goal A1C: 8.4; TIR: 41%
- Uses MDI and CGM
- Needs extra help with insulin adherence due to dietary noncompliance
- Candidate for 2U Patch Extended Wear



Terrance: Has injected over 20 years with varying success

- Diagnosed with T1D; chooses to not use a pump
- Insulin sensitive; needs 1-unit dosing increments
- TIR has been decreasing
- Busy schedule interferes with injection adherence
- Candidate for 1U Patch Extended Wear



Isabella: At goal, but needs an easier option

- Diagnosed with T2D and at goals: A1C <7%; TIR >70%
- Rejected the complexities of a CSII pump; uses insulin pens for MDI
- Looking for an easier mealtime insulin delivery option
- Candidate for 2U Patch Extended Wear

These patients sometimes skip mealtime insulin doses because they[5,18,19]:

- Dislike injections
- Forget syringe/pen at home
- Find it difficult to inject at work
- Are embarrassed to inject in public
- Want to carry fewer items daily
- Are increasingly challenged to administer syringes/pens due to aging

[||]Patient photos and data portray appropriate candidates for CeQur Simplicity and do not represent actual patients.

Getting patients started with CeQur Simplicity

COMING SOON!

Prescribe for your patients:

1. 

Select CeQur Simplicity 2U Extended Wear 2.4 ml 5 Pack

NDC/NRC: 73108-0000-13

OR

Select CeQur Simplicity 1U Extended Wear 2.4 ml 4 Pack

NDC/NRC: 73108-0000-11

Include quantity (90 or 30 day supply) and number of refills

2. 

Select CeQur Simplicity Extended Wear Inserter Kit

NDC/NRC: 73108-0000-14

Quantity 1; no refills
Be sure and include in Directions for Use: "Use to apply CeQur Simplicity Patch"

3. 

A vial of rapid-acting insulin

Labeled for use with Humalog® U-100 and Novolog® U-100.
Insulin sold separately

Inserter Kits are available from your CeQur representative or by calling the CeQur Cares™ team at **1-888-55-CEQUR (1-888-552-3787)**

Humalog® is a registered trademark of Eli Lilly and Company. NovoLog® is a registered trademark of Novo Nordisk A/S.

References: **1.** Data on file. CeQur. **2.** Centers for Disease Control and Prevention. *National Diabetes Statistics Report*. Accessed July 8, 2026. **3.** Hanefeld M. *Diabetes Metab*. 2014;40(6):391-399. **4.** Hirsch IB, et al. *Clin Diabetes*. 2005;23(2):78-86. **5.** Peyrot M, et al. *Diabetes Care*. 2010;33(2):240-245. **6.** Grabner M, et al. *Clinicoecon Outcomes Res*. 2013;5:471-479. **7.** Randløv J. et al. *J Diabetes Sci Technol*. 2008;2(2):229-235. **8.** Chase HP, et al. *Diabetes Care*. 2006;29(5):1012-1015. **9.** Top 10 most expensive chronic diseases for healthcare payers. *Health Payer Intelligence*. Accessed July 8, 2026. **10.** Kesavadev J, et al. *Diabetes Ther*. 2020;11(6):1251-1269. **11.** Bergenstal RM, et al. *Diabetes Technol Ther*. 2019;21(5):273-285. **12.** Dreon DM, et al. *J Diabetes Sci Technol*. 2018;12(4):817-827. **13.** Bergenstal RM, et al. *J Diabetes Sci Technol*. 2022;16(5):1167-1173. **14.** Battelino T, et al. *Diabetes Care*. 2019;42(8):1593-1603. **15.** Kipnes M, et al. Improved glycemic outcomes with insulin patch therapy in a predominantly Hispanic population: a real-world analysis. Poster presented at ENDO 2026, Abstract #2408677. **16.** Zraick V, et al. Patient user experience evaluation of bolus patch insulin delivery system. Poster presented June 10-14, 2016; New Orleans, LA. **17.** Isaacs D, et al. *Clin Diabetes*. 2023;41(2):198-207. **18.** Peyrot M, et al. *Diabet Med*. 2012;29(5):682-689. **19.** Munshi MN, et al. *Diabetes Care*. 2019;42(6):1129-1131.

Here to support your patients with getting started

CeQur® has simplified how we train our patients with a 3-step training process: **Ready, Set, Click!**



Partner with CeQur Cares™ to be certified or leverage our team to support your patients every step of the way.

CeQur Cares™
[We Care For You]

Copay Savings Card

For patients who have a high copay or if CeQur Simplicity is not covered by their commercial insurance, our pharmacy savings program may help.[¶]

To find more information, visit: myceqursimplicity.com/savings



Actual size

Questions or product support? We're here to help you and your patients

Contact CeQur Cares:
1-888-55-CEQUR
(1-888-552-3787)
info@cequr.com

Hours of operation:
Monday–Friday,
9:00 AM–6:00 PM ET

Visit our website:
MyCeQurSimplicity.com

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MEALTIME INSULIN SIMPLIFIED™

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