



CeQur Simplicity™
The **4-day** mealtime insulin patch.
MEALTIME INSULIN **SIMPLIFIED™**

Common challenges for patients needing mealtime insulin and multiple daily injections:

72%

will only administer insulin at home¹

57%

knowingly miss their insulin injections²

Missing insulin doses can raise A1C and increase risk of diabetes complications.

That's why it's time to simplify mealtime insulin with CeQur Simplicity.



Convenient

One click delivers two units of rapid-acting insulin



Discreet

Compact, lightweight, and easily hidden under your clothes



Injection-Free

Small, flexible cannula for insulin delivery

For people over 21 years of age with diabetes



Dear mealtime insulin pen, you're too high maintenance for me.

I'm breaking up with you. You just can't measure up to the convenient, discreet, 4-day wearable mealtime insulin experience offered by CeQur Simplicity™. One patch replaces up to 12 of your injections. No more leaving the worksite to deal with you.

-RICH



"Now I can stay focused on the kids."

-Nicole



CeQur Simplicity is clinically shown to reduce A1C and improve time-in-range, which reduces the risk of long-term health complications.³⁻⁵

Learning to use CeQur Simplicity is as easy as 1-2-3.



"A few clicks and I'm back to making the daily special."

-Chef Kai

1



Fill

the patch with a 4-day supply of rapid-acting insulin* (maximum of 200 units).

2



Apply

the patch to your abdomen and remove the inserter.

3



Dose

by squeezing the two buttons on the patch.

95%

said CeQur Simplicity was easier to use than a pen or syringe⁶

93%

of users prefer CeQur Simplicity over pens or syringes⁷

*Labeled for use with Humalog® U-100 and NovoLog® U-100.

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Say goodbye to mealtime insulin pens. Ask your healthcare professional about CeQur Simplicity today.

Visit [MyCeQurSimplicity.com](https://myceqursimplicity.com) to learn more, or call us at **1-888-55-CeQur** (1-888-552-3787)

Copay Savings Card



If you have a high copay or CeQur Simplicity is not covered by your commercial insurance, our pharmacy savings program may help.*

Scan for your Copay Savings Card or visit myceqursimplicity.com/savings

*For eligible, commercially insured patients. These offers are not valid for use by cash-paying patients or patients enrolled in Medicare, Medicaid, and TRICARE® or other federal or state programs. Not valid where prohibited by law. Offers are subject to quantity limitations and maximum benefit amounts per fill apply. CeQur® reserves the right to rescind, revoke, or amend this offer without notice.

All images are actor portrayals.

References: **1.** Grabner M, et al. *Clinicoecon Outcomes Res.* (2013). **2.** Peyrot M, Rubin R, Kruger D, Travis L. *Diabetes Care.* (2010). **3.** Bergenstal RM, Peyrot M, Dreon DM, et al. *Diabetes Technol Ther.* (2019). **4.** Bergenstal R, et al. *J Diabetes Sci Technol.* (2021). **5.** Ceriello A. *Diabetes.* (2005). **6.** Zraick V, et al. Poster presented at the American Diabetes Association's 76th Scientific Sessions. Abstract. (2016). **7.** Isaacs D, et al. Patient perceptions of satisfaction and quality of life regarding use of a novel insulin delivery device. *Clin Diabetes.* (2023.)

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