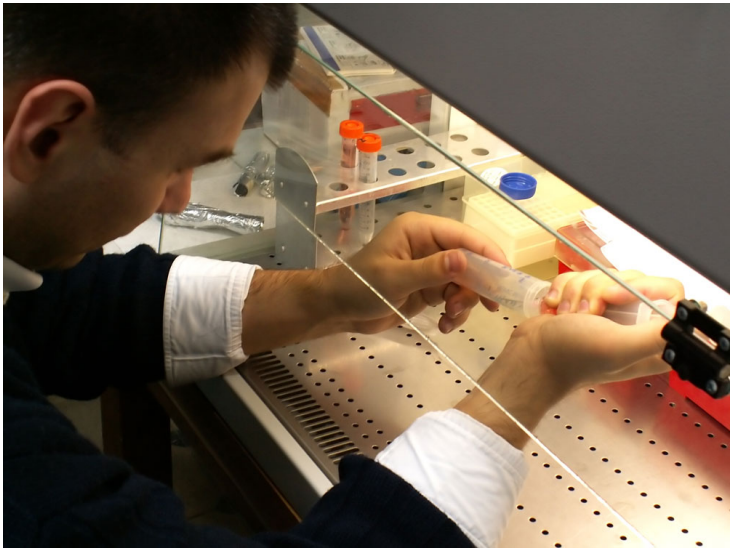


## Positive trial results for Victoza by Novo Nordisk

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### Positive trial results for Victoza by Novo Nordisk



**Bangalore:** A new study has shown that Victoza (liraglutide [rDNA origin] injection) provided greater reductions in HbA1c as compared to exenatide and DPP-4 inhibitors, with weight loss and cost-effectiveness, when used in routine primary care according to current UK type 2 diabetes treatment guidelines.

The study presented at the 72<sup>nd</sup> Annual Scientific Sessions of the ADA in Philadelphia also shows that more patients appeared to favor a drug with a liraglutide-like profile, which is given by injection, over a drug with a sitagliptin-like profile, which is given orally.

"This study shows us that the results we've seen with liraglutide in clinical trials are reflected in day-to-day, real-world use," said Mr Marc Evans, study investigator from Llandough Hospital, Cardiff, Wales. "Key to managing diabetes is choosing treatments that patients will adhere to in order to get the best outcomes." The study looked at data from 1,114 type 2 diabetes patients from primary care practices in the UK and assessed the clinical efficacy and patient preference with respect to liraglutide, exenatide and DPP-4 inhibitors.

Victoza is a human glucagon-like peptide-1 (GLP-1) analogue that is 97 percent similar to endogenous human GLP-1. Like natural GLP-1, Victoza works by stimulating the beta cells to release insulin and to suppress glucagon secretion from the alpha cells only when blood sugar levels are high. Due to this glucose-dependent mechanism of action, Victoza is associated with a low rate of hypoglycaemia. The mechanism of blood sugar lowering also involves a delay in gastric emptying.

Victoza has been commercially launched in more than 50 countries globally, including the US, China, Japan, the Arabian Peninsula and a number of countries in Europe, Asia and South America. It will be available in other markets throughout 2012.

The results showed that greater reduction in HbA1c was seen in patients treated with liraglutide compared to exenatide or DPP-4 inhibitors. Significantly greater weight loss was seen in patients treated with liraglutide compared to DPP-4 inhibitors

and greater weight loss was seen in patients treated with liraglutide compared to exenatide.