

News Release

Bayer HealthCare Diabetes Care
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NEW CONTOUR launched to help patients simplify life with diabetes

Bayer Diabetes Care launches new CONTOUR meter and MICROLET 2 lancing device in UK & Ireland

Newbury, January 6th 2009– Bayer HealthCare Diabetes Care has launched its new CONTOUR[®] blood glucose meter and Microlet 2 lancing device. Both products have been designed to help simplify life with diabetes for patients and healthcare professionals.

The new CONTOUR can be personalised to best meet patients' individual treatment needs, and the Microlet 2 device has been designed to facilitate less painful testing. In addition to the new CONTOUR meter, Bayer Diabetes Care has renamed its Ascensia Microfill test strips (used by all models of the Contour meter), Contour Test strips to match the name of the meter and simplify prescribing.

As well as Bayer's unique No Coding[™] technology, small sample size and fast testing time, the new CONTOUR is the only meter that offers patients the flexibility to choose between two levels of testing, to keep the management of their diabetes as simple or as specific as they would like. Level one offers patients fast, simple and accurate testing. Level two offers an extra level of control to help patients keep one step ahead of their diabetes.

The new, personalised features in Level two include pre and post-meal markers that provide information on how a meal can affect blood glucose, as well as an adjustable post meal test alarm - this is particularly helpful for self-adjusting insulin users. Level two also allows users to set their own high and low blood glucose targets that fit their management needs, as well as seven, 14 and 30-day testing averages.

Bayer HealthCare Diabetes Care also introduced the MICROLET 2 lancing device, which will be included with the new CONTOUR starter kit. It has been redesigned to simplify lancing and facilitate less painful testing. Smooth silicone-coated lancets reduce puncture force, and a large release button enables easy lancet ejection.

These products, presented in new, simplified packaging, build upon Bayer's history of innovation in self blood glucose monitoring devices and provide health care professionals with new options to help patients of all ages and treatment needs personalise their diabetes management.

A representative of Bayer Diabetes Care comments: "A basic component of effective diabetes management is good blood glucose control. To simplify monitoring and provide a meter that can be personalised to meet patients' specific needs, so enabling better control, is a win for both patients and healthcare providers. Bayer's new CONTOUR system, is just one of the ways we are helping reduce the complexity of diabetes management."

The post-meal alarm included in Level 2 of Bayer's new CONTOUR can be customised at individual times to remind patients to test their blood glucose after meals. In 2007, the International Diabetes Federation (IDF) issued recommendations confirming the importance of post-meal testing and glucose control, stating that post-meal hyperglycemia or high blood glucose following meals, can be harmful and may lead to macrovascular disease, such as coronary artery disease (Guideline for Management of Postmeal Glucose, IDF 2007).

"People with diabetes should closely monitor their blood glucose after meals to reduce the risk of complications, particularly cardiovascular disease," stated Professor Antonio Ceriello, Warwick Medical School, University of Warwick, UK. "Post-meal glucose control is a critical step in a person's daily diabetes management regimen, and self-monitoring following meals can help to reduce their risk and may significantly improve their outcomes."

Notes to Editors

Bayer HealthCare, Diabetes Care

Bayer HealthCare, Diabetes Care supports customers in 100 countries and has a long tradition of leading the way in diabetes care product innovation since the introduction of CLINITEST reagent tablets in 1941. The face of diabetes care was changed by Bayer in 1969 when the first portable blood glucose meter and test strips were introduced. Bayer HealthCare further innovated diabetes management by being the first company to introduce a suite of blood glucose monitors with No Coding™ technology. The BREEZE® and CONTOUR® blood glucose monitoring systems offer people with diabetes an unparalleled choice in diabetes management systems. Find more information at www.bayerdiabetes.co.uk

Bayer HealthCare

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