

Three generations tackle diabetes together with the newly available Lantus® SoloSTAR™ pre-filled insulin pen

~ Convenient, easy-to-use device now available in Canada ~

A diagnosis of diabetes often means the beginning of a life-long struggle to manage glucose (blood sugar) levels. But for sisters Tina Trotter and Carmen Trudel of Winnipeg, both living with type 1 diabetes, tackling diabetes together with family makes it a lot easier. Along with Trudel's nine-year-old son Jonathan and their mother Helen Compayre, they have started using the newly available pre-filled insulin pen, Lantus SoloSTAR, as part of their daily diabetes management efforts to achieve long-term glucose control.

Lantus SoloSTAR is the first insulin pen available in Canada to come pre-loaded with a cartridge of Lantus basal insulin, making day-to-day management of diabetes easier and more convenient for patients living with type 1 or type 2 diabetes. Lantus is the first and only long-acting insulin to provide 24-hour glucose-lowering activity with a single daily injection.

Boosting confidence and providing added convenience for diabetes patients

Trudel, who is also vision impaired due to her diabetes, says finding the right insulin gave her more confidence and independence in managing her diabetes, as well as her son's. "Before starting on Lantus, I had to deal with sudden drops in my blood sugar, which would make me feel faint and weak. I was constantly worried about having a low when I was out alone with my dog, and not being able to find a place to sit down quickly enough," says Trudel.

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“With Lantus SoloSTAR, Jonathan can inject himself, and the pen makes a clicking noise as he dials up his dose, so I can listen to make sure he has the right amount,” added Trudel. “He’s happy with the pen, and anything that makes it easier for him to live a normal life and play goalie in hockey is a big relief for me as a mother.”

Lantus SoloSTAR is the only pre-filled insulin pen that allows patients to administer doses from one to 80 units in one single injection. The pen offers a 25 per cent greater maximum dosing capacity compared to other insulin pens. It also incorporates simple, easy-to-read display features, including a dial and dose setting, as well as numbering that is both large and clear, lessening the possibility of injection error. In addition, Lantus SoloSTAR operates with a low injection force, allowing for a gentle injection, often important for elderly or arthritic patients.

"I have seen many patients - especially those with type 2 diabetes who need to start insulin - struggle with their insulin injections, so anything that makes it easier is great news," said Lori Berard, a diabetes nurse educator based in Winnipeg who works with Tina, Carmen and their mother. "The pen provides a more convenient way to take Lantus insulin as there is no need to load or change insulin cartridges. Its safety features mean it will work for a broad range of people from the very young to the very old. This gives me peace of mind that my patients will be able to safely use the device and follow their treatment plan to control their blood sugar levels."

An evolution in diabetes treatment

Trotter says both the Lantus insulin and the Lantus SoloSTAR pen have made a positive difference in her life as well. “Diabetes has been in our family for as long as I can remember, and I’ve seen the changes in diabetes treatments and devices, from boiling syringes to sterilize them, to the Lantus SoloSTAR today,” she said. “We’ve come a long way, and I’m glad we’re on this end of the evolution.”

Lantus SoloSTAR recently received the prestigious GOOD DESIGN Award from the Chicago Athenaeum Museum of Architecture and Design, which praised the device’s combination of sleek, attractive design with advanced, sophisticated technology that will benefit people living with diabetes.

The right combination of treatment and delivery

“The successful management of diabetes means equipping patients with the essential tools to safely and effectively achieve and sustain control of their blood sugar levels,” said Dr. Amir Hanna, professor in the department of medicine at the University of Toronto, and staff endocrinologist and deputy division head of endocrinology and metabolism at St. Michael’s Hospital in Toronto. “Lantus SoloSTAR offers the right combination of a proven, long-acting insulin and a convenient and easy-to-use delivery system. These features will better ensure that patients benefit from optimal control of sugar levels, lower incidence of complications and increased daily compliance.”

For Arlen Delfosse, a Toronto resident living with type 2 diabetes and a patient of Dr. Hanna, Lantus SoloSTAR provides this balance, offering both an effective treatment and a delivery method that fits with his busy, active lifestyle. He started using Lantus SoloSTAR after the insulin he was using wasn’t providing sufficient control of his blood glucose levels. “Keeping my blood sugar levels stable means that I can enjoy life more – especially skiing and cycling, which are my favourite activities,” said Delfosse. “I’m still careful about monitoring my sugar levels, but when I’m doing what I love, sometimes I even forget that I have diabetes.”

Lantus, launched on the Canadian market in 2005, is the most prescribed basal insulin in Canada and around the world. The Lantus SoloSTAR pen was approved by Health Canada in April 2007 and has been commercially available for the benefit of all Canadian patients since February 2008.

Diabetes in Canada

Diabetes is a chronic condition in which the body does not produce or properly use insulin – the hormone needed to convert glucose (sugar) into energy. In Canada, more than two million people have diabetes. By the end of the decade, this number is expected to rise to three million. According to Health Canada, one-third of adults with diabetes are unaware of their condition. According to the Canadian Diabetes Association, diabetes and its complications cost the Canadian healthcare system an estimated \$13.2 billion every year. By 2010, it is estimated that this number will rise to \$15.6 billion a year, and by 2020 to \$19.2 billion a year.

About Lantus®

Lantus is a novel recombinant human insulin approved for once-daily administration in the treatment of patients over the age of 17 with type 1 or type 2 diabetes who require basal (long-acting) insulin for the control of hyperglycemia (abnormally high blood sugar). Lantus is also indicated in the treatment of pediatric patients with type 1 diabetes.

Most insulins have a “peak of action”, which refers to the time at which insulin reaches its maximum effect in the body. With Lantus, the insulin is released into the bloodstream at a relatively constant rate throughout the day and night; therefore, it has no pronounced peak.

About sanofi-aventis

Sanofi-aventis, a leading global pharmaceutical company, discovers, develops and distributes therapeutic solutions to improve the lives of everyone. Sanofi-aventis is listed in Paris (EURONEXT : SAN) and in New York (NYSE : SNY).

Sanofi-aventis is represented in Canada by the pharmaceutical company sanofi-aventis Canada Inc., based in Laval, Quebec, and by the vaccines company Sanofi Pasteur Limited, based in Toronto, Ontario. Together they employ more than 2,000 people across the country.

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NOTE TO EDITORS: B-Roll is available at the following times and coordinates:

DATE OF FEED:	Wednesday, March 19, 2008
TIME OF FEED:	11:00-11:30 AM EDT and 2:30-3:00 PM EDT
CO-ORDINATES:	Anik F2 C Transponder 1B Audio subcarrier 6.2 and 6.8 Downlink frequency 3740 vertical
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