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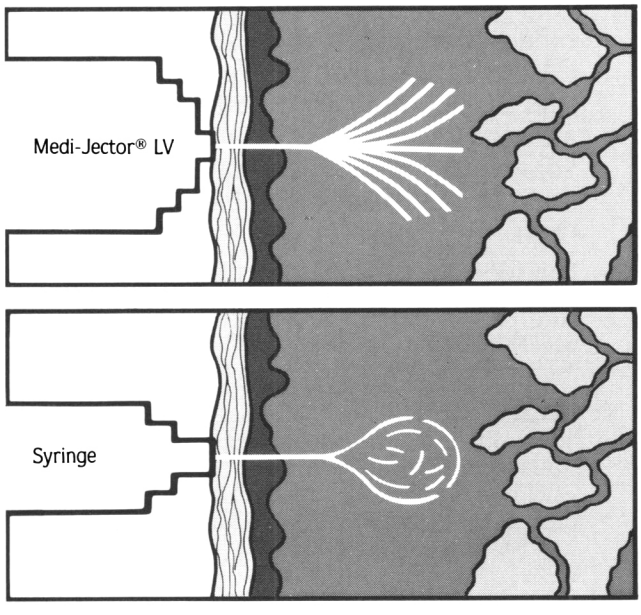
Your patients may not have a choice about taking insulin.

They should have a choice about how they take it.

"It's not so bad; you'll get used to the needle."

What else could you tell the diabetic who must take insulin? After all, taking insulin is life-sustaining to many, while for others it is the best way to control blood sugar and retard or prevent life-threatening complications. Your challenge is to obtain maximum compliance, for effective control.

The reality, however, is that puncturing the skin with a needle is neither normal nor something to look forward to with anything but resignation, and for various psychosocial or physical reasons something that can be painful.



Even patients must tell themselves, "It's not so bad."

How else could they cope with up to 1,000 punctures a year?
How many of your patients would rather live without needle injections and still have the maximum benefit of insulin therapy?

Medi-Jector® Needleless Injection: a better choice for compliance, control and comfort.

The development of Medi-Jector's needleless injection technology has paralleled the evolution of modern diabetes management, with its goal of improved control facilitated by self blood glucose monitoring and multiple daily doses of insulin.

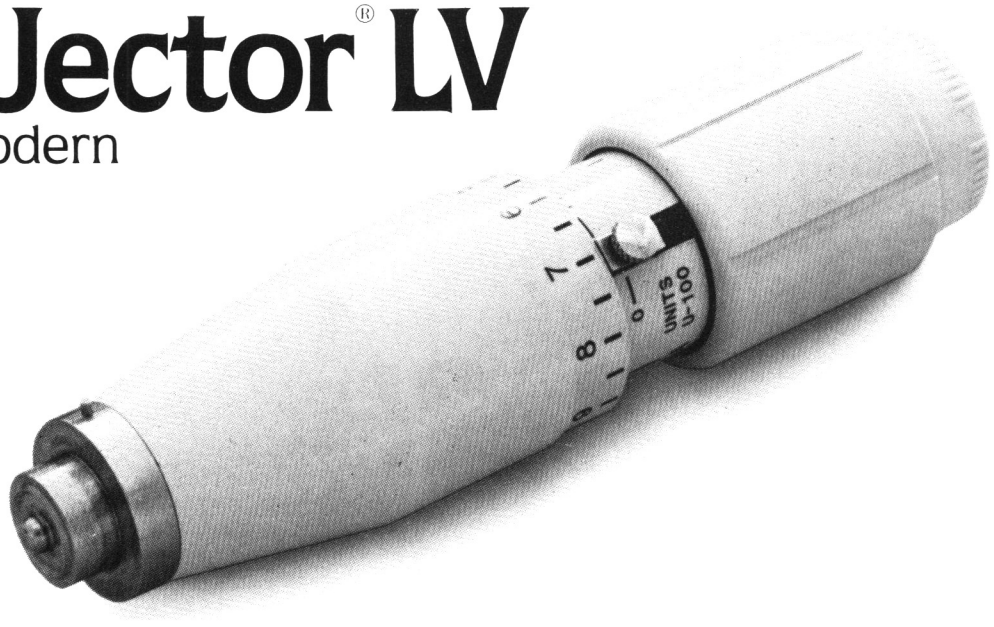
The prospect of multiple daily injections cannot be pleasant for patients who have found one shot a day to be painful, or for patients who have never taken insulin before. Such fear of needle punctures can result in a detrimental compliance problem.

Medi-Jector is a precision, mechanically-powered injection device, proven in over seven years of patient use by thousands of diabetics.

Medi-Jector forces insulin, under pressure, through a tiny orifice which produces a liquid column that is **one-third** the size of the smallest needle. After penetration, the insulin is rapidly dispersed through the planes of least resistance as a fine spray. Penetration depth is adjustable to accommodate individual and site-to-site variation in skin resistance. Nothing touches the patient but the tiny column of insulin. Compared to needle injections, there is less tissue trauma, greater insulin dispersion and improved absorption. Most important, the injection sensation is virtually undetectable.

Medi-Jector users tell us they could no longer conceive of taking multiple injections with a needle, and most say they never want to "see" an insulin syringe again.

New
Medi-Jector® LV
designed for modern insulin therapy



Derata Corporation, a pioneer in the research and development of insulin jet injector systems, designed its third generation system to meet the needs of modern multiple insulin injection therapy.

Medi-Jector LV delivers up to 50 units of U-100 (single or mixed doses) with unequaled comfort. Confirmed accuracy (tenths of a unit) delivers precise doses, time after time.

Its compact size (6 inches long) and light weight (12 ounces) provides anywhere, anytime convenience.

Simple operation and available training materials makes patient instruction easy and effective. Continuing customer support services ensure patient confidence and maximum utilization.

Medi-Jector LV is classified as durable medical equipment and is 80% to 100% covered by many insurance plans. Additionally, the Derata Corporation is so confident of the quality and comfort of the Medi-Jector LV that it is sold with a prorated money-back guarantee and warranteed for five years. Medi-Jector LV will provide your patients years of economical, effective insulin delivery with a comfort unequaled by insulin syringes.

Wouldn't your patients appreciate the opportunity to compare Medi-Jector LV with the needle, and then choose? Show them the modern alternative, then let them choose.

Discover why your patients deserve to have the Medi-Jector choice — call us at 1-800-328-3074. We will provide you with complete information and the name of your local distributor.

P-10185

DERATA
CORPORATION

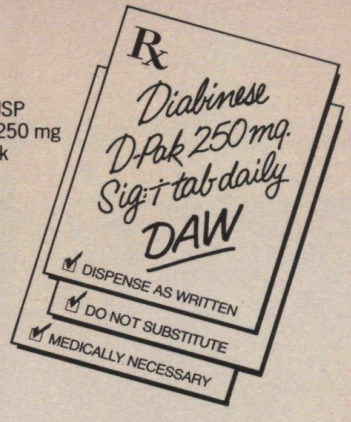
7380 32nd Avenue North
Minneapolis, MN 55427

For the money saved with generic chlorpropamide, your patient couldn't even call your office.

Diabinese® (chlorpropamide) costs about 20¢ to 25¢* a day more than generic chlorpropamide—less than most local pay phone calls.

For your patients who have been doing well on Diabinese, why change?

To be sure there's no change from Diabinese, specify: Dispense As Written, Do Not Substitute, or Medically Necessary, depending on the state in which you practice.



DIABINESE® (chlorpropamide)

Tablets, USP
100 mg, 250 mg
and D-Pak

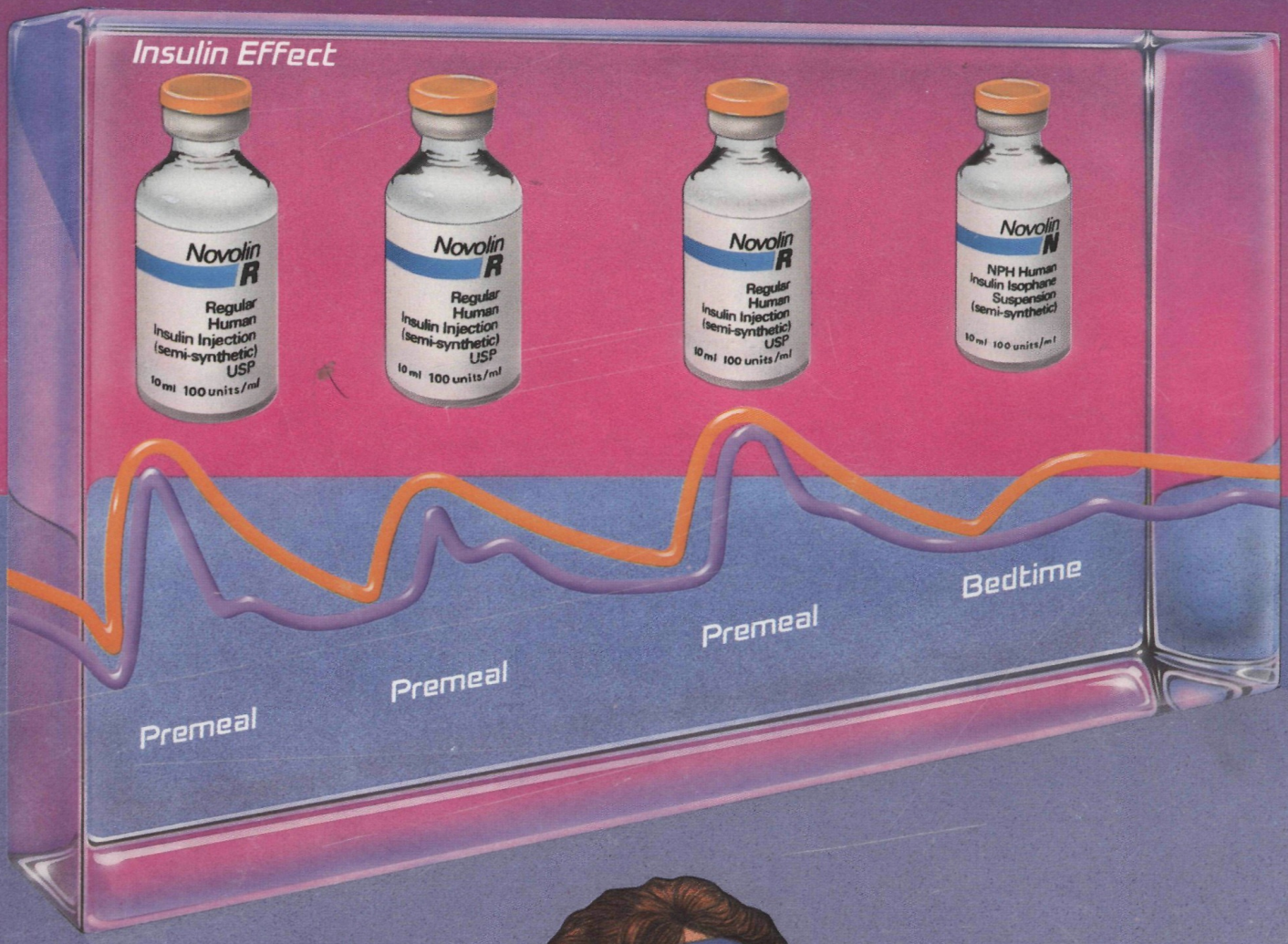
*Source: PDS Alpha, New Product Tracking Report, Pharmaceutical Data Services, February 1985.

Pfizer LABORATORIES DIVISION
PFIZER INC.

Please see Diabinese® (chlorpropamide) brief summary on preceding page.

Contemporary Insulin Therapy

The Goal: to approximate the non-diabetic physiology as closely as possible



Achieved with: Basal/Bolus Therapy and Novolin®

Human Insulin (semi-synthetic)

SQUIBB® NOVO™

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