

*nova*  
Blood Glucose  
Monitoring System  
**Max<sup>®</sup> PLUS<sup>™</sup>**  
Advanced Technology

**Free  
Meter Offer**

*nova*  
**Max<sup>®</sup> PLUS<sup>™</sup>**  
The Best Overall Glucose Meter

## Simple 3 Step Testing

### Step 1

Insert a Glucose or  
Ketone Test Strip

The meter automatically  
converts to the correct  
measuring mode.  
No glucose or ketone  
coding is needed.



### Step 2

Lance Finger or Palm  
and Apply Blood  
Drop to Test Strip

Narrow, 33 gauge  
lancet makes testing  
virtually pain free.



### Step 3

Read Glucose Results  
in 5 Seconds  
Ketone Results  
in 10 Seconds



**Glucose and Ketone  
on the Same Meter**

Proven Accuracy\*

No Coding

Tiny Blood Sample

Virtually Pain Free,  
33 Gauge Lancet

Fast 5-Second Glucose Results,  
10-Second Ketone Results

Choice of Finger or Palm  
Glucose Testing



Nova Max<sup>®</sup>  
Glucose Test Strip

Nova Max<sup>®</sup> Plus<sup>™</sup>  
Blood Ketone Test Strip

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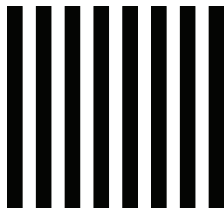
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Diabetes Care

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# The Best Overall Glucose Meter

## Glucose and Ketone Tests with One Meter

# Free Meter Offer

### Why measure blood ketones?

The American Diabetes Association now recommends blood ketone testing on sick days and whenever glucose is persistently elevated. Elevated blood ketones are an early warning of the possible development of DKA. A blood ketone test can provide the extra time needed to initiate home treatment to avoid trips to the emergency room and DKA.

### Nova Max<sup>®</sup> Plus<sup>™</sup> proven the most accurate glucose meter among leading meter brands

In two recent studies\* Nova Max Plus was found to be the most accurate glucose meter among the leading brands tested, even at abnormally low levels of hematocrit.



### Children with diabetes

DKA is the leading cause of hospitalization, morbidity and death in children with Type 1 diabetes. 65% of DKA cases occur in patients under the age of 19.<sup>1</sup> The risk of DKA in children with established Type 1 diabetes is between 1 and 10% per patient per year.

Measurement of blood ketones is recommended by ADA for early detection of ketosis and avoiding trips to the emergency department, hospitalization and life-threatening DKA.<sup>2</sup>



### Patients with Type 1 or Type 2 diabetes on sick days

During sick days elevated blood ketones, more than blood glucose levels, indicate that a patient's care must be more aggressive. Even before blood glucose begins to rise, blood ketone levels during illness can signify a change in metabolic status.<sup>3</sup>



### Insulin pump users

Pump users employing fast-acting insulin are at risk for rapid development of hyperglycemia and ketosis due to the shorter duration of insulin action. Insulin deficiency leading to hyperglycemia and ketosis might arise from:

- Pump failure
- Disconnection, blockage, or defect of the cannula
- Poor absorption from the infusion site
- Increased metabolic need due to stress, exercise, illness



### Pregnant women with pre-existing diabetes or gestational diabetes

DKA complicates 2% to 9% of diabetic pregnancies and represents a leading cause of fetal loss with a fetal mortality rate of 30-90%.<sup>4</sup> DKA in pregnant women with diabetes occurs more frequently, more rapidly and at lower blood glucose levels than DKA in non-pregnant patients.<sup>5</sup>



**Instant Savings Card** **Pay Only \$15**

**For 50 Nova Max Glucose Test Strips**

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*Unlimited refills. No activation. No expiration.*  
Some restrictions apply. See back for details.

**Pay no more than \$15.00 for test strips**  
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Diabetes Care

**1-800-681-7390**

\*Ramljak S et al. Hematocrit Interference is a Common Phenomenon in Many Devices for Glucose Self-Measurement. Poster session presented at: 5th International Conference on Advanced Technologies & Treatments for Diabetes; 2012 February 8-11; Barcelona, Spain.

O'Kane M et al. How accurate are blood glucose meters used for patient self-testing? Poster session presented at: 47th Annual Meeting of the European Society for the Study of Diabetes; 2011 September 14; Lisbon, Portugal.

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3. Crane ML. Managed Care 2004;13(4):S11-14.  
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5. Guo RX et al. Journal of Obstet Gynaecol Res. 2008;34(3):324-330.

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How do you manage your Diabetes?

- Insulin by Injection     Oral Medication  
 Insulin via Pump         Diet

How often do you test?  times per day

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