

The Dexcom sensor is soft and flexible like a kitten's whisker.

Smallest sensor² and round, body-friendly design for greater comfort and flexibility



www.dexcom.com | 1.888.738.3646
6340 Sequence Drive, San Diego, CA 92121

Sensor insertion?

NO BIG DEAL.

Another reason why Dexcom[®] SEVEN[®] PLUS Continuous Glucose Monitoring may be right for you.



BRIEF SAFETY STATEMENT

INDICATION FOR USE: The SEVEN PLUS Continuous Glucose Monitoring System is a glucose monitoring device indicated for detecting trends and tracking patterns in adults (**age 18 and older**) with diabetes. The SEVEN PLUS System is intended for use by patients at home and in healthcare facilities. The device is for prescription use only. The SEVEN PLUS System is indicated for use as an adjunctive device to complement, not replace, information obtained from standard home glucose monitoring devices. The System aids in the detection of episodes of hyperglycemia and hypoglycemia, facilitating both acute and long-term therapy adjustments, which may minimize these excursions. Interpretation of the SEVEN PLUS System results should be based on the trends and patterns seen with several sequential readings over time. **CONTRAINDICATIONS:** The SEVEN PLUS System must be removed prior to Magnetic Resonance Imaging (MRI). Use of acetaminophen-containing medications during Sensor wear may affect device performance. **WARNINGS:** This device is not designed to replace a blood glucose meter. Always confirm with a blood glucose meter before making therapeutic adjustments. Symptoms related to low or high blood glucose levels should not be ignored. If you have symptoms use your blood glucose meter to check the SEVEN PLUS System results. Calibration should be updated every 12 hours at a minimum to ensure device performance. Sensors fracture on rare occasions. If a sensor breaks and no portion of it is visible above the skin, do not attempt to remove it. Seek professional medical help if you have symptoms of infection or inflammation. If you experience a broken sensor, please report this to our Technical Support department. The SEVEN and SEVEN PLUS Systems **are not approved for use** in children or adolescents, pregnant women or persons on dialysis. The safety and effectiveness of the SEVEN and SEVEN PLUS Systems have not been evaluated for sensor probe insertion sites other than the skin of the **abdomen**. **PRECAUTIONS:** For OpenChoice Calibration, you must enter the exact fingerstick reading that your blood glucose meter displays. Enter all fingerstick readings for calibration within 5 minutes. Please note, the performance characteristics section of the SEVEN PLUS User's Guide has changed to reflect the recent study done. The overall results of the trial showed that SEVEN PLUS System will provide you more continuous glucose readings, and you should expect more of your Sensors to provide data for the entire 7-day use period. Note that the data described in the Performance Section also showed a difference from the SEVEN PLUS to the original SEVEN device in performance in the low glucose region (40-80 mg/dL). Our study showed that at 50 mg/dL blood glucose, the device reported glucose to be as high as 64 mg/dL and at 80 mg/dL blood glucose; the device reported glucose to be as high as 90 mg/dL. Because the performance of the SEVEN PLUS System varies from the original, it is important that you assess how the new generation device performs for you, especially in the low range. You should review the performance of this device with your healthcare provider to understand how well the SEVEN PLUS System performs. Contact DexCom Toll Free at 877-339-2664 or www.dexcom.com for detailed indications for use and safety information.

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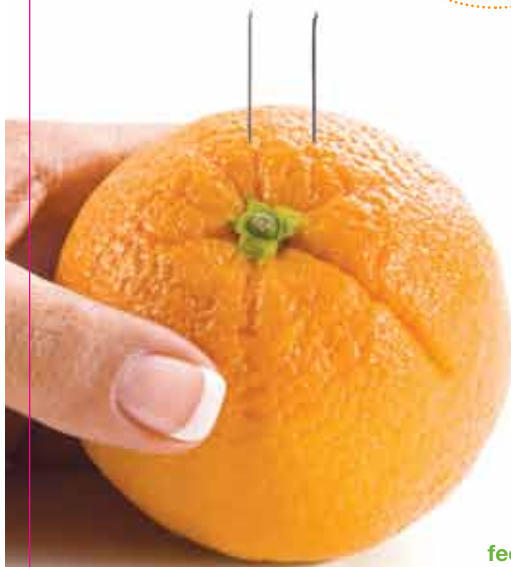
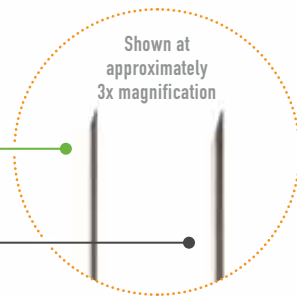
The Dexcom introducer needle makes sensor insertion virtually painless.¹

At more than **one-third smaller** than the next leading brand,² it's no wonder more users prefer the Dexcom SEVEN PLUS over other CGM brands.

Find out why the Dexcom SEVEN PLUS rates highest in user satisfaction and loyalty.³ Take the sting out of sensing and start on Dexcom CGM today.

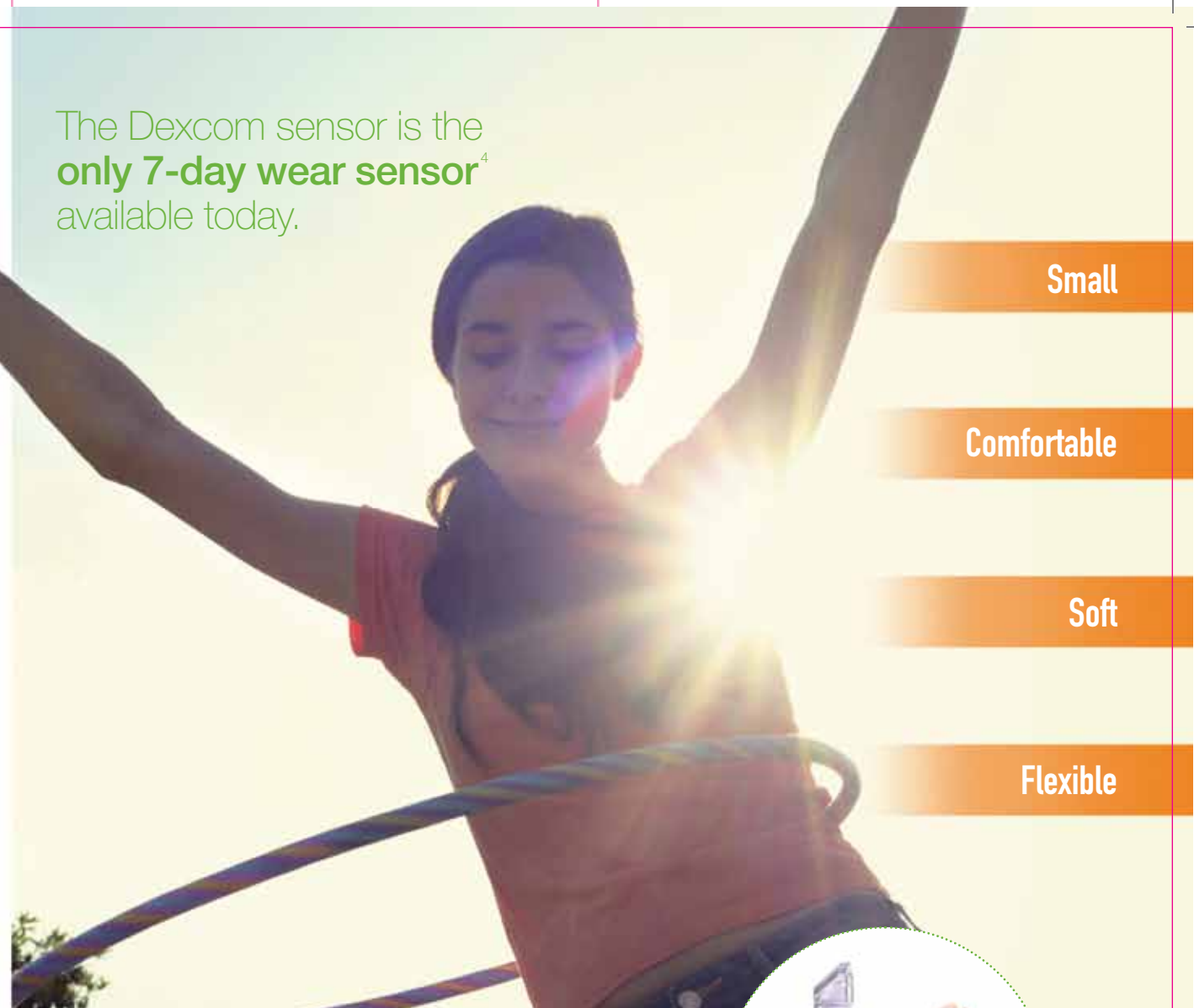
Dexcom Introducer Needle

Medtronic Introducer Needle



Try out the Dexcom sensor. Because the best way to see the difference is to **feel the difference.**

The Dexcom sensor is the **only 7-day wear sensor**⁴ available today.



Small

Comfortable

Soft

Flexible

Ask about Dexcom Continuous Glucose Monitoring today.



 **Dexcom**[™]
THE GLUCOSE SENSOR COMPANY

¹ dQ&A market research surveys, Q1-2010.

² DiabetesHealth.com, Product Reference Guide, 2010; Caliper measurements: Dexcom 0.018, Medtronic 0.028, measurements are in 1/1000th inches, May 2011.

³ dQ&A market research surveys, 2011.

⁴ Dexcom Seven Plus User Guide, 2008.