

August 6, 2014

# **BD AutoShield™ Duo Pen Needle Now Available through Retail Pharmacies for People with Diabetes**

**The only pen needle with patented dual needle shields for enhanced convenience and safety is latest BD innovation for insulin injection**

FRANKLIN LAKES, N.J., Aug. 6, 2014 /PRNewswire/ -- BD Medical, a segment of BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, today announced the retail pharmacy launch of BD AutoShield™ Duo, the only pen needle with patented dual front and back-end shields that provides greater convenience and safety before and after injecting. The technology conceals the needle, helping to alleviate pre-injection anxiety while helping to reduce the risk of accidental needle stick for patients who inject insulin or other diabetes drugs.



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The BD AutoShield Duo pen needle is easier to use because there is no inner needle shield to manage and no re-capping necessary, allowing people to dispose of the pen needle in a sharps container when it's convenient to help avoid risk of an accidental needle stick. A front shield automatically covers the needle before and after an injection, and a second shield passively covers the back end needle after injection. Additionally, the front shield helps conceal the needle to reduce injection-related anxiety. Many prescribers and pharmacists have reported that a less visible needle may reduce stress and other potential psychological barriers associated with injection for some patients.[i]

"Diabetes is a self-managed disease that requires constant monitoring and involvement to achieve personal goals. By simplifying the steps, BD AutoShield Duo pen needles can help make insulin injection easier, safer and more convenient than ever before," said Ranjeet Banerjee, Worldwide President, BD Medical – Diabetes Care. "The US launch of the BD

AutoShield Duo pen needle is the latest example of BD's commitment to innovation to simplify the management of diabetes for people around the world."

In addition to helping reduce the risk of accidental needle sticks, BD AutoShield Duo pen needles include audible and visual cues for a more confident injection experience. The front shield clicks to indicate that the needle has fully penetrated the skin and a red band appears when the injection is completed, while the back end shield covers the rear needle point when the pen needle is removed from the pen.

BD AutoShield Duo pen needles support the current American Association of Diabetes Educators [practice advisory for injection technique guidelines](#) calling for the use of shorter needles, proper site rotation, and using needles only one time (single use). It is compatible with all diabetes injection pens on the market today.

BD announced the retail pharmacy launch of the BD AutoShield Duo pen needle today at the [American Association of Diabetes Educators Annual Meeting](#) in Orlando, Florida. The product is now available nationwide at major retailers and distributors.

For 90 years, BD's culture of innovation and continuous improvement has enhanced the patient experience to help improve therapy and outcomes for people with diabetes worldwide. BD devices support earlier initiation and better adherence to prescribed therapies to help all diabetes patients live healthier lives.

## **About BD**

BD is a leading global medical technology company that partners with customers and stakeholders to address many of the world's most pressing and evolving health needs. Our innovative solutions are focused on improving drug delivery, enhancing the diagnosis of infectious diseases and cancers, supporting the management of diabetes and advancing cellular research. We are nearly 30,000 associates in 50 countries who strive to fulfill our purpose of *"Helping all people live healthy lives"* by advancing the quality, accessibility, safety and affordability of healthcare around the world. For more information, please visit [www.bd.com](http://www.bd.com).

[i] 1 Research Partnership Safety Pen Needle KAP Report September 2013.

## BD AutoShield™ Duo Pen Needle

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Patented dual automatic shields ensure  
the needle is never exposed...



to help avoid accidental needlesticks  
during injection and disposal.

## BD AutoShield™ Duo Pen Needle

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### Before Use

Outer Shield  
covers needle



### After Use

Both needle ends  
automatically protected



Video - [http://origin-qps.onstreammedia.com/origin/multivu\\_archive/PRNA/ENR/133848-BD-AutoShiel-Duo-pen-needle-retail.mp4](http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/133848-BD-AutoShiel-Duo-pen-needle-retail.mp4)

Photo - <https://photos.prnewswire.com/prnh/20140805/133846>

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