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BD Launches World's Smallest Pen Needle

BD Ultra-Fine™ Nano 4 mm x 32 G Pen Needle Offers More Comfortable Injection, Helping Patients Adhere to Diabetes Therapy

FRANKLIN LAKES, N.J., June 7 /PRNewswire-FirstCall/ -- BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, announced today the launch of BD Ultra-Fine™ Nano – the world's smallest pen needle. The BD Nano pen needle is proven to be as effective as longer needles for patients of all body types and proven to offer a less painful injection experience for the more than 5 million people in the United States who inject insulin or GLP-1 to manage their diabetes.(1)

To view the multimedia assets associated with this release, please click: http://multivu.prnewswire.com/mnr/bd/43192/

"BD is committed to helping improve the injection experience for the millions of people who live with diabetes, as demonstrated by our long history of innovative firsts -- the first insulin syringe in 1924, the first 5 mm pen needle in 1999 and the now the world's first 4 mm pen needle, the BD Nano," said Linda Tharby, President, BD Medical – Diabetes Care. "We are confident that this tiny needle can have a big impact by easing diabetes patients' transition and ongoing adherence to injectable drug therapy regimens – a key element in helping to reduce the disease's deadly, debilitating and costly complications."

Studies suggest that as many as one-fifth to one-third of people with diabetes are hesitant or unwilling to give themselves insulin injections for reasons that include needle anxiety. Patients who reported injection-related pain or embarrassment intentionally skipped insulin injections. The short length (4 mm) and thin gauge (32 G) of the BD Nano pen needle may help people with diabetes adhere to an insulin injection regimen and improve outcomes with its comfort and ease of use.

"Diabetes tools have just gotten a lot better with the release of BD's new 4 mm insulin pen needle," said Kris Swenson, RN, CDE and co-owner and co-founder of the Diabetes Management and Training Centers, Inc. in Phoenix, AZ. "The latest science shows that insulin injections with these new short and fine pen needles are just as effective in the delivery of insulin, and also much less frightening. This should help people get started on insulin much sooner, before long-term health problems occur."

Clinical trials demonstrated that insulin injections with the BD Nano pen needle provide equivalent glucose control to longer insulin pen needles.(1) It effectively delivers an insulin dose to subcutaneous tissue (the layer of fat below the skin), the recommended site for insulin injections, (2) while reducing the risk of injecting into muscle. Intramuscular injection can accelerate absorption and increase the risk of hypoglycemia (abnormally low blood sugar). Subcutaneous injection allows the insulin to be absorbed at an appropriate rate, resulting in better glycemic control.

About Diabetes

Diabetes is a disease in which the body has a shortage of insulin or a decreased ability to use insulin, a hormone that allows glucose (sugar) to enter cells and be converted to energy. When diabetes is not controlled, glucose and fats remain in the blood and, over time, damage vital organs. Diabetes has become a national health concern in the United States, with an estimated 23.6 million people – 7.8 percent of the population – living with the disease. Of those people, an estimated 17.9 million have been diagnosed with diabetes, and another 5.7 million are thought to be undiagnosed. The total annual cost of diagnosed diabetes in the United States is an estimated $174 billion.

About BD

BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The Company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD's capabilities are instrumental in combating many of the world's most pressing diseases. Founded in 1897 and headquartered in Franklin Lakes, New Jersey, BD employs approximately 29,000 associates in more than 50 countries throughout the world. The Company serves healthcare institutions, life science researchers, clinical laboratories, the pharmaceutical industry and the general public. For more information, please visit www.bd.com.

(1) Hirsch, L.J., Gibney, M., Albanese, J., Qu, S., Kassler-Taub, K., Klaff, L., et al. (2010). Comparative glycemic control, safety and patient ratings for a new 4 mm\32G insulin pen needle in adults with diabetes. Current Medical Research & Opinion, 26(6), 1531–1541.

(2) Gibney, M.A., Arce, C.H., Byron, K.J., & Hirsch, L.J. (2010). Skin and subcutaneous adipose layer thickness in adults with diabetes at sites used for insulin injections: Implications for needle length recommendations. Current Medical Research & Opinion, 26(6), 1519–1530.

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