

Canadians Score Low on Insulin IQ

More than 9 million Canadians are living with diabetes or prediabetes, and yet it continues to be one of the most misunderstood conditions

MONTREAL, Nov. 8, 2012 /CNW/ - In response to a recent survey showing that 49% of Canadians are unaware of the important role insulin plays in helping their body convert glucose (sugar) into energy:

The *Sanofi Insulin GO7* team is hosting an interactive lounge at the Jewish General Hospital on World Diabetes Day (November 14, 2012 between 9 am and 12 pm, first floor main entrance (Côte-Sainte-Catherine) in front of Pavilion C elevators) to educate Montrealers about insulin and the crucial role that it plays in the way people can feel on a daily basis.

The educational lounge will feature:

- **Onsite Insulin Experts** — available to answer questions about insulin and provide tips and advice for effectively managing blood glucose levels
- **Free A1C Testing Station** — have an A1C test done and find out what the number means
- **iPad Learning Pods** — onsite iPads featuring an interactive insulin learning session
- **Insulin Myths vs. Realities** — debunking the common myths and misconceptions that have made diabetes one of the most misunderstood diseases

The *Sanofi Insulin GO7* team asks Montrealers if they know their blood sugar levels

The cornerstone of diabetes management is managing blood sugar levels. While there is currently no cure for diabetes, taking control of blood sugar levels through a combination of exercise, nutrition and, if required, medication may reduce the risk of long term complications of diabetes and help in living a full and healthy life.

Facts on Insulin (in the simplest possible terms...)

Insulin is a hormone produced by the pancreas that circulates through the bloodstream to facilitate the uptake of sugar (glucose) into the body's tissues — safely delivering it to areas that need to use it for energy, such as the liver and muscles. Without insulin, a person's body would starve because the glucose will stay in the bloodstream and not get to where it needs to be.

Sugar in the bloodstream

If there is not enough insulin produced by the pancreas, or if the insulin is not effective, too much sugar accumulates in the bloodstream which can be extremely harmful, potentially even deadly. Continuously high levels of sugar also make it impossible for the pancreas to secrete enough insulin for the body to keep up.

Without enough insulin to escort it into the body tissue, sugar builds up in the bloodstream and causes a number of problems in both the large and small blood vessels of the body, damaging the eyes, kidneys, nerves, feet, heart and brain.

How to tell if there is too much sugar in the bloodstream?

In addition to measuring blood sugar levels pre and post meals, an A1C test is used to measure the average blood sugar level. It provides a snapshot of how well the blood sugar control has been over the past 2-3 months. For most people living with diabetes, the recommended A1C level is 7.0 or less. Anything higher than 7.0 means that (for most people with diabetes) the blood sugar levels are too high and there is an increased risk for long term complications of diabetes.

About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they

employ more than 1,700 people across the country. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

About Jewish General Hospital

In providing *Care for All*, the Jewish General Hospital has been a mainstay of superior medical treatment for many generations of patients from all backgrounds in Montreal, throughout Quebec and beyond. Drawing on its expertise and experience as one of the province's largest and busiest acute-care hospitals, the JGH is committed to improving the level of care for all Quebecers through close collaboration with the government and its healthcare network. The Jewish General Hospital has also redoubled its commitment to ensuring that patients receive care of the highest quality in a clean, safe environment. The JGH has been able to deliver these pioneering and innovative services by strengthening its role as a McGill University teaching hospital, expanding and upgrading its facilities, and pursuing cutting-edge studies at the Lady Davis Institute for Medical Research. For more, please visit jgh.ca.

SOURCE: SANOFI CANADA

For further information:

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