

dexcom | G4[®]
PLATINUM

Introducing the
only CGM with
single-digit MARD
for exceptional sensing
performance¹

Don't just meter. Monitor.

Stay *One Step Ahead* of Diabetes
with Dexcom Continuous
Glucose Monitoring (CGM).



Uncover the Full Picture

Don't just meter. Monitor. Only Dexcom CGM keeps you *One Step Ahead* of diabetes by unveiling dynamic glucose patterns that no meter can.



dexcom | G4[®] PLATINUM



When it comes to glucose sensing, Dexcom sets the standard. Our outstanding accuracy, along with exceptional sensing performance, results in a reliable CGM you can trust.¹

“My meter shows 105. I’m good to go.”

But are you really?

**“I get the same number but
the end results are different.”**

Sound familiar?

A Number is Not Enough

If you’ve been down this path, you’re not alone.

Whether you’re eating, working, or exercising, your glucose control depends largely on the decisions you make about your diabetes. But decisions that are made with incomplete information are at most best guess estimates.

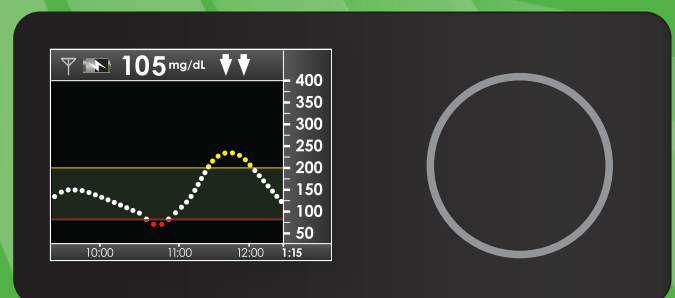
With CGM, you can minimize the guesswork and frustrations that come with making decisions based solely on a number. Knowing the “speed and direction” of your glucose will enable you to make confident and informed decisions about your diabetes.⁺

+ A minimum of 2 fingersticks a day is required for calibration. System may require more.

If this was your meter reading,
what would you do?



If you saw this instead, would
you have responded differently?



Receiver



Transmitter/Sensor

How Does Continuous Glucose Monitoring Work?

CGM unveils what no meter can. Unlike fingersticks that give a number for a single point in time, CGM provides dynamic glucose information by showing where your glucose is, where it's going, and how fast it's getting there.

Dexcom's CGM consists of 3 parts:

- 1 **Small Sensor** that measures glucose levels just underneath the skin.
- 2 **Transmitter** that is fastened on top of the sensor and sends data wirelessly to the receiver.
- 3 **Receiver** that displays your glucose trends in vivid colors so you can easily see when it's high, low or within range.



Beauty and Brains. It's the whole package.

With the Dexcom G4 PLATINUM CGM, you'll get a CGM that's not only appealing but one that delivers results consistently and accurately.¹

WHEN HIGHER IS BETTER

Hypoglycemia Accuracy Over Time

(% within 20 mg/dL when BG is between 40-80 mg/dL)^a

Dexcom G4[®] PLATINUM

Day 1: 91%

Day 4: 95%

Day 7: 97%

Avg Daily Calibration:
2x/day

a. Dexcom Clinical Study Report, 2014.

Small and mighty Our sensor is designed to deliver exceptional sensing and outstanding performance to help drive decisions⁺ that empower you.¹

First and only CGM with single-digit MARD¹ (Mean Absolute Relative Difference) Get the CGM that offers exceptional sensing performance.

Long life sensor The only sensor on the market approved for up to 7 days use¹ for added value and greater convenience for you and your schedule.

⁺ A minimum of 2 fingersticks a day is required for calibration. System may require more.



Come Take a Look

Dexcom G4 PLATINUM Up Close

Trend arrows and Rate-of-Change (ROC) Alerts

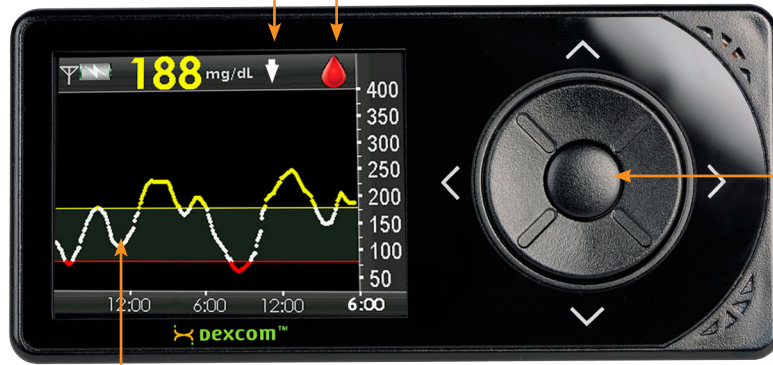
Catch highs and lows before they happen and how fast they're getting there

Easy Calibration+

2 calibrations/day for optimal accuracy

Touch of a Button™

Nothing complicated – a simple push of a button shows where glucose is, where it's going, and how fast it's getting there



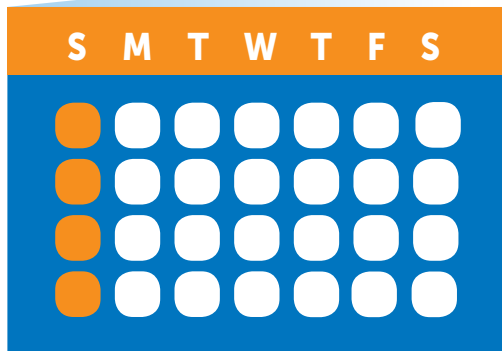
Actual Size

Color CGM Trends

Easy to read: yellow for high, red for low, white for good to go

Customized Alerts

Tones and melodies to suit any environment plus a hypo alarm set at 55 mg/dL



My Dexcom Day™

20-Foot Transmission

More flexibility for your active lifestyle



Sensor

Tiny sensor wire for easy, comfortable 7-day wear



Designed Just for You

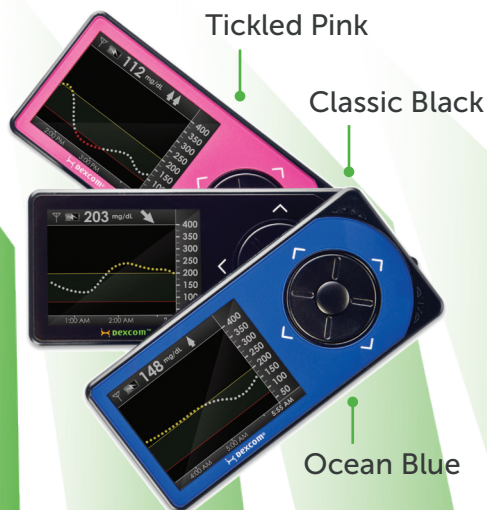
A good product is only as good as its application. At Dexcom, we believe that the best CGM is the one patients will use which is why the Dexcom G4 PLATINUM was designed with you in mind. Check it out:

Color

Life is colorful. Shouldn't you see your glucose in the same way?

With trends in vivid hues of yellow, red, and white, you'll see quickly and easily when you're going high, low, or good to go.

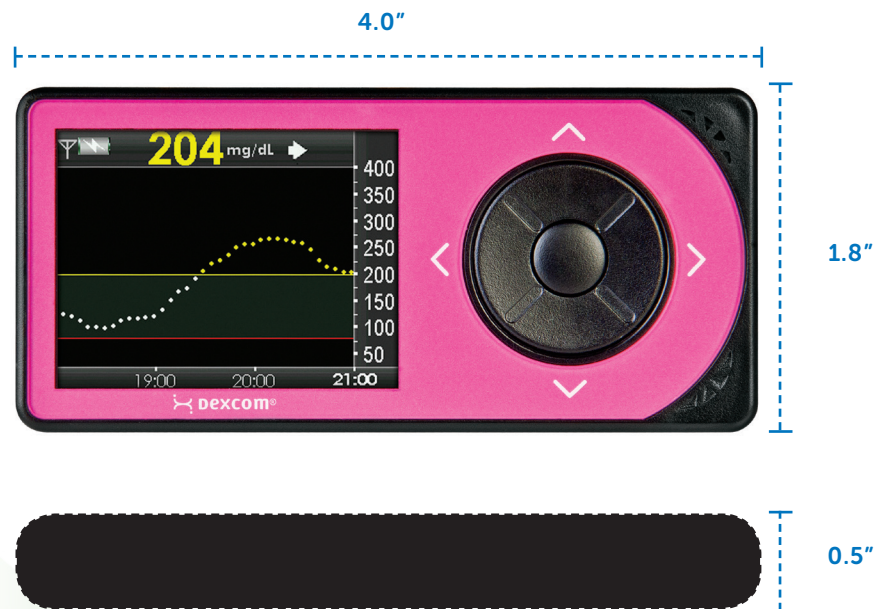
And for an added splash of color, our receivers now come in Classic Black, Tickled Pink and Ocean Blue – vibrant colors for the vibrant personality in you!



Now in 3 vibrant colors!

Discretion

Designed for today's modern lifestyle, the Dexcom G4 PLATINUM Receiver is sleek and small¹ and slips easily into a coin pocket. And at 2.4 ounces, it's the lightest^{1,2} CGM around.



(ACTUAL SIZE)

Lifestyle Conveniences

Comfort With a sensor needle that's smaller³ than any other brand, it's easy to see why users say our sensors are virtually painless, simple to use, and easy to wear.⁴



Distance Walk away from your receiver? No problem! Our transmission distance of up to 20 feet is 3x farther^{1,2} than other CGMs so you get the added flexibility your lifestyle demands.



1.5"

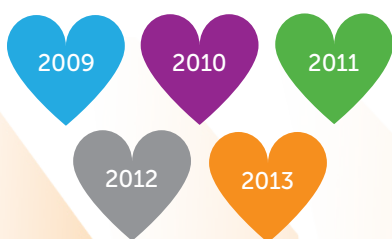
Tones/Melodies Setting high or low alerts has never been more ear-pleasing with custom tones and melodies to suit your needs.

The Difference is Dexcom

Moving into our second decade, Dexcom is committed to delivering superb products and support services to patients and customers. A few things you should know about us:

People just like you love us.

Most important to us is that the people we serve are happy. We were thrilled to hear that they are based on independent research. Dexcom is the company consistently ranked highest in customer loyalty and user satisfaction **5 years in a row**.⁵



Non-pumpers use us, but hey, so do pumpers.

No matter how you choose to deliver insulin, CGM can benefit you whether you're on insulin injections or on an insulin pump.⁶ If you pump, the **Dexcom G4 PLATINUM can complement your insulin pump** to help fine-tune your insulin delivery therapy.

Insulin & Pump Brands

Animas Asante Roche
Omnipod Medtronic⁷
Tandem Diabetes Care
Eli Lilly Sanofi
Novo Nordisk

Dexcom is the 'Chosen One'

Right now, there are a number of studies happening worldwide on the Artificial Pancreas (AP). **Dexcom is a proud AP partner**⁸ in many of these studies and its technology is used in the JDRF AP Project and European AP@Home Project.

Dexcom also won the **Everyday Health Award for Emerging Tech** in the 2014 Consumer Electronics Show!



Widespread Coverage for CGM

The majority of commercial insurances have medical policy to cover CGM. Dexcom can help access your insurance coverage.



Insurance Support

Guidance and support for access, coverage, and reimbursement issues regarding the Dexcom G4 PLATINUM CGM system.

Email: CustomerService@dexcom.com



Patient Care Specialists

Our support team, made up of Certified Diabetes Educators (CDEs), are here to make sure you get started right!

Email: PatientCare@dexcom.com



Sales Support

For help with first-time orders, re-orders, tracking shipments, and locating a Dexcom representative in your area.

Email: CustomerService@dexcom.com



Technical Support

For Dexcom product questions and troubleshooting issues. Email: TechSupport@dexcom.com

Stay *One Step Ahead* of diabetes and discover the CGM that is made for you.

(888) 738-3646 or (858) 200-0200
www.dexcom.com



BRIEF SAFETY STATEMENT

The Dexcom G4 PLATINUM Continuous Glucose Monitoring System is a glucose monitoring device indicated for detecting trends and tracking patterns in persons (age 18 and older) with diabetes. **CONTRAINDICATIONS:** Remove the Dexcom G4 PLATINUM System before MRI, CT scan, or diathermy treatment. Taking acetaminophen while wearing the sensor may falsely raise your sensor glucose readings. **WARNING:** Do not use the Dexcom G4 PLATINUM for treatment decisions. The Dexcom G4 PLATINUM does not replace a blood glucose meter. 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 infection or inflammation. Report broken sensors to Dexcom Technical Support. The Dexcom G4 PLATINUM is not approved for use in children or adolescents, pregnant women or persons on dialysis. Sensor placement is not approved for sites other than under the skin of the belly (abdomen). Contact Dexcom Toll Free at 877-339-2664 or www.dexcom.com for detailed indications for use and safety information.

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References:

- 1 Dexcom G4 PLATINUM User Guide, 2014.
- 2 Medtronic Guardian REAL Time User Guide, 2009.
- 3 DiabetesHealth.com, Product Reference Guide, 2010; Caliper measurements: Dexcom 0.018, Medtronic 0.028, measurements are in 1/1000th inches, May 2011.
- 4 dQ&A market research study, Q1-2010. Dexcom SEVEN Plus study. Dexcom G4 PLATINUM uses the same needle and applicator.
- 5 dQ&A market research study, 2009-2013
- 6 Rodbard D, Jovanovic L, Garg SK. Responses to continuous glucose monitoring in subjects with type 1 diabetes using continuous subcutaneous insulin infusion or multiple daily injections. *Diab Tech Ther.* 2009;11:757-763
- 7 1 in 4 Dexcom users on pumps use Medtronic, Dexcom customer survey, April 2013
- 8 Internal data on file, May 2013.

To locate your
local Dexcom representative,
call **(888) 738-3646**

Customer Care:
(888) 738-3646

Dexcom Inc. | Corporate Headquarters
6340 Sequence Drive
San Diego, CA 92121
(858) 200-0200

www.dexcom.com

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