OPEN ON A MAN WALKING HIS BASSET HOUND. THE DOG STARTS TO DRAG. IT DOESN'T WANT TO WALK ANYMORE.

AVO: Diabetes can be a daily struggle.

CUT TO THE MAN IN HIS KITCHEN. HE'S TRYING A NEW RECIPE FROM A COOKBOOK. HE'S HOLDING AND READING FROM THE COOKBOOK WHILE ATTEMPTING TO POUR OIL INTO A PAN ON THE STOVE.

SUPER: Not an actual patient.

AVO: even if you're trying your best.

CUT TO REVEAL HE'S MISSING THE PAN ENTIRELY AND POURING THE OIL ON THE KITCHEN FLOOR.

SUPER CONTINUES: Not an actual patient.

AVO: Along with diet and exercise,

CUT TO THE MAN IN HIS BATHROOM. HE OPENS THE MEDICINE CABINET.

AVO: once-daily
THERE IS A TOJEO® PEN INSIDE ALONG WITH OTHER TOILETRIES. HE PICKS UP THE TOJEO® PEN AND "LET'S GROOVE" BY EARTH, WIND & FIRE BEGINS TO PLAY.

MUSIC CONTINUES TO PLAY UNTIL FRAME 27 AND RESTARTS AT FRAME 28.

SUPER:
Available by prescription only.

CUT TO A ROW OF PEOPLE WORKING OUT ON ELLIPTICALS. THE CAMERA PANS TO REVEAL OUR MAN. HE'S GUIDING ON THE ELLIPTICAL. AT HIS OWN PACE AND BOPPING HIS HEAD TO THE BEAT OF THE MUSIC.

SUPER:
Speak with your doctor before starting an exercise program.

CUT TO THE MAN IN HIS KITCHEN. HE IS MAKING A SALAD AND PREPARING INGREDIENTS. HIS APRON READS "CHOP IT LIKE IT'S HOT."

SUPER:
Tojeo® is not indicated for children.

WE PAN DOWN THE KITCHEN ISLAND AND SEE A MAGAZINE SITTING ON THE COUNTER. THE MAGAZINE READS "FROM THE MAKERS OF LANTUS" WITH THE TOJEO® LOGO ABOVE IT.

AVO:
Tojeo® may help you control your blood sugar. Get into a daily groove.

BACKGROUND SONG
LYRICS:
Let's groove tonight.

BACKGROUND SONG
LYRICS:
Share the spice of life.

AVO:
From the makers of Lantus®.

BACKGROUND SONG
LYRICS:
Baby.
THE PK GRAPH ANIMATES ON A SMALL WHITEBOARD HANGING ON THE KITCHEN WALL. "BLOOD SUGAR-LOWERING ACTIVITY FOR 24 HOURS AND BEYOND" IS WRITTEN ON THE BOARD.

SUPER: Toujeo® should be taken once a day at the same time each day.

WE CUT TO THE REFRIGERATOR AND SEE LETTER MAGNETS THAT READ "PROVEN BLOOD SUGAR CONTROL ALL DAY AND ALL NIGHT."

SUPER: Toujeo® should be taken once a day at the same time each day.

WE CONTINUE TO PAN AND WE SEE MORE MAGNETS THAT READ "SIGNIFICANT A1C REDUCTION" ALONG WITH A MAGNET WITH THE TOUJE0® LOGO ON IT.

SUPER: Toujeo® should be taken once a day at the same time each day.

CUT TO THE MAN AS HE WALKS ACROSS HIS KITCHEN. HE SLOWLY SPINS HALFWAY THROUGH THE WALK. HIS FAMILY IS SEEN IN THE BACKGROUND SETTING THE TABLE. THE MAN TOSSES BITS OF CARROTS TO HIS BASSET HOUND.

SUPER: Your dose of Toujeo® may be different from other insulins you have taken.

SUPER: Toujeo® should be taken once a day at the same time each day.

AVO: Toujeo® provides blood sugar-lowering activity for 24 hours and beyond. BACKGROUND SONG LYRICS: slice it right.

AVO: Toujeo® provides blood sugar control all day and all night. BACKGROUND SONG LYRICS: We’re gonna groove tonight.

AVO: and significant A1C reduction.

AVO: Toujeo® is used to control high blood sugar in adults with diabetes. It contains 3 times as
CUT TO A CLOSE-UP SHOT OF THE DOG’S FACE AS THE CARROTS FALL IN FRONT OF THE DOG. THE DOG LOOKS AT THEM AND LEAVES THEM ALONE.

SUPER CONTINUES: Your dose of Toujeo® may be different from other insulins you have taken.

THE MAN GROOVES BACK OVER TO THE KITCHEN ISLAND.

SUPER: For more information, talk to your doctor.

CUT TO THE MAN AT WORK. HE’S SITTING AT HIS DESK, BOPPING AROUND IN HIS CHAIR WHILE HE WORKS.

SUPER: Get medical help right away if you have a serious allergic reaction such as body rash, trouble breathing, fast heartbeat, or sweating.

THE MAN STANDS UP AND GROOVES TOWARD A CONFERENCE ROOM.

SUPER: Don’t reuse needles or share insulin pens, even if the needle has been changed. Sharing may lead to serious infections.

AVO: much insulin in 1 milliliter as standard insulin.

AVO: Don’t use Toujeo® to treat diabetic ketoacidosis, during episodes of low blood sugar.

AVO: or if you’re allergic to insulin. Allergic reaction may occur and may be life threatening.

AVO: Don’t reuse needles or share insulin pens, even if the needle has been changed.
HE CONTINUES TO GROOVE TOWARD THE CONFERENCE ROOM.

SUPER: The most common side effect is low blood sugar.

AVO: The most common side effect is low blood sugar, which can be serious and life threatening.

THE MAN SLOWLY SHUFFLES INTO THE CONFERENCE ROOM.

SUPER: See our ad in Country Living magazine.

AVO: It may cause shaking.

CUT TO A SHOT OF THE MAN’S BACKYARD. HE’S PUSHING A LAWNMOWER. GROOVING AS HE MOWS HIS LAWN.

SUPER CONTINUES: See our ad in Country Living magazine.

AVO: Sweating, fast heartbeat, and blurred vision.

HE’S GROOVING AS HE MOWS HIS LAWN.

SUPER: It’s important to check your blood sugar levels.

AVO: Check your blood sugar levels daily.
THE CAMERA ZOOMS OUT TO REVEAL A LOOP CUT INTO THE GRASS DUE TO THE MAN’S DANCING.

SUPER: Don’t change your dose or type of insulin without talking to your doctor.

CUT TO THE MAN AND HIS CHILDREN PICKING HOMEGROWN TOMATOES FROM THEIR GARDEN. HE’S DOING A DISCO MOVE WHILE HE HANDS TOMATOES TO HIS KIDS.

SUPER: Check your insulin label each time you inject to make sure you are using the correct insulin.

HE TAKES A PICTURE WITH HIS SON.

SUPER: Taking TZDs (thiazolidinediones) with Toujeo® may cause heart failure, even if you’ve never had heart failure before. If you have heart failure, it may get worse.

CUT TO THE MAN WALKING HIS DOG AGAIN. THE DOG STILL DOESN’T WANT TO WALK.

SUPER CONTINUES: Taking TZDs (thiazolidinediones) with Toujeo® may cause heart failure, even if you’ve never had heart failure before. If you have heart failure, it may get worse.

AVO: Injection site reactions may occur. Don’t change your dose of insulin.

AVO: Injection site reactions may occur. Don’t change your dose of insulin.

AVO: Taking TZDs with insulins, like Toujeo®, may cause heart failure.

AVO: that can lead to death.
CUT TO CLOSE-UP OF THE DOG LAYING ON THE SIDEWALK.

SUPER CONTINUES:
Taking TZDs (thiazolidinediones) with Toujeo® may cause heart failure, even if you’ve never had heart failure before. If you have heart failure, it may get worse.

THE MAN ENCOURAGES HIS DOG TO WALK; IT FINALLY GETS UP.

SUPER:
Do not use a syringe to remove Toujeo® from your SoloStar® pen.

THE MAN AND THE DOG WALK DOWN THE PATHWAY.

SUPER:
For more information, visit toujeo.com or call 800-580-3421.

MUSIC ENDS.

CUT TO A NEW DAY. THE MAN REACHES FOR THE PEN. THE SECOND HE TOUCHES IT, THE MUSIC STARTS AGAIN.

AVO:
Don’t dilute or mix Toujeo® with other insulins or solutions as it may not work as intended.

AVO:
and you may lose blood sugar control, which could be serious.

AVO:
even if you’ve never had heart failure before.

AVO:
Find your rhythm and keep on grooving.

BACKGROUND SONG LYRICS:
Let’s groove tonight.
THE TOUJEO® LOGO, PEN, AND MEDICARE SUPER APPEAR.

SUPER: LOWEST BRANDED COPAY for 90% of Medicare Part D patients.

THE LOGO AND PEN REMAIN ON SCREEN WHILE THE SUPER CHANGES AND A DISCLAIMER APPEARS ALONG WITH THE GLT NUMBER.

SUPER: GET SAVINGS* on the redesigned SoloStar® pen at toujeo.com

DISCLAIMER: *Eligibility restrictions apply. Please go to toujeo.com for savings details.

SUPER: US.GLT.16.08.002

AVO: Ask your doctor about Toujeo®.

BACKGROUND SONG LYRICS:
Share the spice of life.