

For people with congenital haemophilia with inhibitors...

NovoSeven® responds with speed to control their bleeds¹⁻⁴

NovoSeven®, the first and only recombinant bypassing agent, resolves bleeds rapidly and effectively¹⁻⁴

Established efficacy

93% of bleeds controlled with 1–3 doses²

90% of joint bleeds controlled within 9 hours³

Rapid administration

Rapid infusion: only 2–5 minutes⁴

Established safety profile

Manufactured using **recombinant** technology, which does not employ human plasma or blood products^{4,5}

No inhibitory antibodies reported in post-marketing experience*⁴



Want to ride bikes to the park?

Yeah!

Cool, meet me by the slide.

OK, see you there!

Braxton Nelson, 9 years old, has congenital haemophilia with inhibitors and likes to ride his bike and play the drums.

*In people with congenital haemophilia with inhibitors.

References:

1. Bysted BV *et al.*, Haemophilia 2007; 13(5): 527 – 532. 2. Windyga J *et al.*, Efficacy and safety of rFVIIa, used as comparator in development of a new rFVIIa analogue: data from a phase 3 trial on vatreptacog alfa in haemophilia patients with inhibitors. Poster presented at: WFH 13th International Musculoskeletal Congress 2013; 2013 April 18–21, Chicago, IL, USA. 3. Young G *et al.*, Haemophilia 2008; 14(2): 287 – 294. 4. NovoSeven® Summary of Product Characteristics. 5. Croom KF, McCormack PL. BioDrugs 2008; 22(2): 121 – 136.

NovoSeven®
Recombinant Factor VIIa

