

Convenience  
+ Performance  
+ Simplicity  
= SEVEN® PLUS



## Your Personal G.P.S.

Glucose Protection System

### Look inside to:

- + Learn about the SEVEN PLUS Continuous Glucose Monitoring System (CGM)
- + Learn about the Convenience, Performance, and Simplicity that puts the SEVEN PLUS in a league of its own
- + Read stories from others and see how the SEVEN has changed their lives
- + Learn how to get started on a SEVEN PLUS

**seven+PLUS**  
continuous glucose monitoring system

 **dexcom™**



SEVEN + YOU

= Life on Your Terms

*Every day is filled with unlimited possibilities — and diabetes shouldn't change that. With the DexCom SEVEN® PLUS Continuous Glucose Monitoring (CGM) System, you have the power to live life on your terms.*

## The SEVEN PLUS – Your Guide to Control

Your glucose is constantly in motion and constantly changing. And the SEVEN PLUS is on the job 24/SEVEN – continuously measuring your glucose, giving you valuable dynamic glucose information, like where you are and where you've been. Plus, change arrows help show you where you're headed and how fast you're going there. This is something fingersticks alone could never tell you. Like a car's GPS system that leads you down the right path, the SEVEN PLUS can help show you the way to better diabetes control.

And it's the only Sensor FDA-approved for up to 7 days of wear – meaning less hassle and more freedom. The SEVEN PLUS also offers a host of unparalleled features and easy-to-use functions. It's the easy choice. The SEVEN + You = Power to reach your goals, right in the palm of your hand.

**Customizable High Glucose Alert**  
notifies you when you are going high

**Current Glucose Level**  
updates every 5 minutes

**Direction and Speed Arrows**  
tell you where you're headed and how fast you're moving

**Trend Screen Views**  
with options of 1, 3, 6, 12, and 24 hours of continuous glucose information

**Glucose Trend-Wave**  
shows you where you've been

**Customizable Low Glucose Alert**  
notifies you when you are going low



### SEVEN Sensor

+ 360° of Sensor Comfort – The DexCom Sensor is the smallest Sensor available – about the size of 2 human hairs. Plus, while other brands have rigid, rectangular probes, the DexCom Sensor is a round, comfort-design, making it flexible, comfortable, and body-friendly.

# SEVEN PLUS Convenience

As you travel down the road of life, you should feel free to chart your own path without restrictions. That's why the SEVEN PLUS was designed to help you go the distance by revving up the convenience-factor and freeing you from feeling tied down.



## **Sleek Sensor/Transmitter Pod —**

Smallest and lightest Sensor and Transmitter Pod available = your comfort + discretion



## **Wireless and Water-Resistant —**

Freedom! Wireless and water-resistant Transmitter lets you do the things you want to do without restrictions

## **Your Safety Net x 2 —**

With unmatched hypo alert performance and new snoozing, your alerts have even more power!



## **Long-Life Sensor —**

The only Sensor FDA-approved for 7 days of wear (other brands only last up to 3 or 5 days) means less cost and less fuss

## **Event Markers —**

Enter activities and events that may impact your diabetes management (like insulin dosing, exercise, food intake, etc.) to help you improve your control over time



*"I even attach my SEVEN Receiver to my steering wheel when I'm in the race car."*

## Meet: Charlie Kimball

### Charlie's SEVEN Story

"My SEVEN works with me — it lets me be me"

Hometown: Camarillo, California

Job: Professional Racecar Driver

Diagnosed with diabetes: 2007

Therapy: Multiple daily injections & DexCom CGM

SEVEN user since: 2008

Before the SEVEN: Felt blinded

With the SEVEN: The blindfold is off!

"The SEVEN has totally changed my life. My SEVEN is a part of me — I feel blind without it. I even attach my SEVEN Receiver to my steering wheel when I'm in the race car. I check it like it's one of my race car gauges as I'm driving around the track. It's my body's data. And it's not information-overload. It's perfect.

People ask what single thing has changed my diabetes care — it's the SEVEN, hands down. My favorite analogy about the SEVEN is: If you were blindfolded around the track and could only peek 4 times, you'd be bouncing off the walls. If you can have your eyes open continuously, you can do your best. This continuous visibility is what it's like using the SEVEN.

My SEVEN gives me peace-of-mind because it's watching out for me. If you were to ask me who I think could benefit from a SEVEN, I'd tell you — everybody."

Read more SEVEN Stories online, visit [www.dexcom.com](http://www.dexcom.com).



# SEVEN PLUS Performance

The new PLUS has improved overall accuracy and Sensor performance. The SEVEN PLUS is your passport to control — without having to sacrifice comfort. We give you an edge.

**Unmatched Hypo Accuracy —** Accuracy in the “hypo-zone” sets the PLUS apart from the competition. Plus, the SEVEN’s Hypo-Safety-Alarm gives you a second level of awareness that no other brand offers

**The Sensor Specialists —** DexCom is the only company that focuses 100% on sensing technologies, and is committed to delivering best-in-class products and support services

**On-Time Performance —** The SEVEN PLUS delivers more robust glucose data you can trust. This means you have the information you want, when you want it\*

## Performance During Change

The SEVEN PLUS Sensor offers consistent performance, even when your glucose is changing quickly. Other brands restrict you to calibrate only when your glucose is stable. Why wait? Live life on your terms.



\*Dexcom data on file.

## Meet: *Kerri Morrone Sparling*

### Kerri's SEVEN Story

*"DexCom is helping me prepare for a healthy pregnancy"*

Hometown: *Westport, Connecticut*

Job: *Diabetes writer and SixUntilMe.com blogger*

Diagnosed with diabetes: *On my sixth birthday*

Therapy: *Insulin pump & DexCom CGM*

SEVEN user since: *January 2008*

Before the SEVEN: *Problems with severe hypo-unawareness*

With the SEVEN: *My SEVEN helps me avoid lows*

"For the last few years, I have experienced hypoglycemia unawareness, with blood sugars in the 30s and 40s without symptoms. DexCom has helped me detect these lows and has helped me avoid frightening episodes.

Recently married and looking forward to starting a family, my husband and I are using the DexCom to help tighten up my blood sugar control during these pre-pregnancy months in anticipation of our baby. Chris, my husband, told me that he feels safer when I am wearing the Sensors. He says it's an added protection that can make all the difference.

I tried another system, but the DexCom is the one that works for me! I have been wearing the DexCom for about a year now, and it has made a huge difference in my diabetes management. Managing blood sugars with Type 1 diabetes is like being on a high trapeze, but DexCom has given me a safety net."



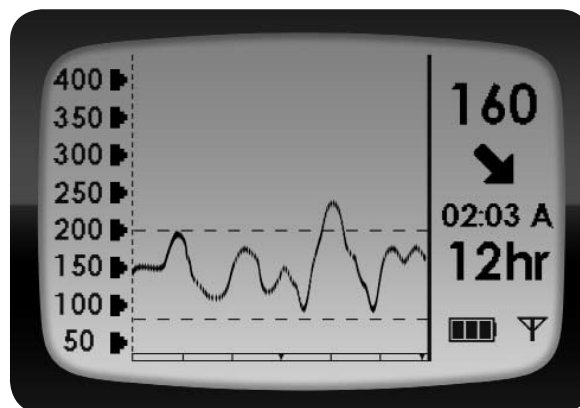
Read more SEVEN Stories online,  
visit [www.dexcom.com](http://www.dexcom.com).

# SEVEN PLUS Simplicity

*Life should be easy — and your CGM shouldn't get in your way by complicating things. With its easy-to-use features and functions, the SEVEN PLUS breaks the mold and lets you live life the way it's intended — free and easy.*

## Widescreen Display —

Largest available widescreen display with easy-to-read glucose trends, so you can quickly and easily know where your glucose is headed and do something about it



**One-Stop Home Screen** — Your Home Screen shows your 3-hour trend, trend-arrow, and current glucose value, so you can have a complete look at your glucose at a glance

## OpenChoice™ Calibration —

OpenChoice calibration means you can calibrate at any time with your favorite glucose meter\*

**Rechargeable** — Rechargeable Receiver and built-in Transmitter power mean true simplicity — no batteries to buy or manage



\*Must use a commercially available blood glucose meter for calibration.

## Meet: *David Williams*

### David's SEVEN Story

*"DexCom just makes it simple!"*

Hometown: *Walnut Creek, California*

Job: *Attorney*

Diagnosed with diabetes: *In 1977, when I was in high school*

Therapy: *Multiple daily injections & DexCom CGM*

SEVEN user since: *2008*

Before the SEVEN: *Had A1c's of 9% to 10%*

With the SEVEN: *Now I have A1c's of 7%!*

"The DexCom SEVEN CGM has been a godsend. I cannot overstate how valuable it is to me. In 1 month, DexCom has accomplished for me what 30 years of exchange lists, gram scales, regular exercise, carb counting, various good doctors, and good and caring diabetic educators could not. The SEVEN has flattened out my blood sugars. DexCom just makes it simple!

Also, in the process of seeing my blood sugar as it changes every few minutes, I have discovered a number of things I either did not know or did not appreciate before, such as how simple business stress can significantly affect my blood sugar level and insulin need. With the DexCom SEVEN, the impact or effect of such unexpected events is known almost immediately. I do not know words adequate to express my thanks.

You have literally both prolonged my life and made living it a lot more fun!"

Read more SEVEN Stories online, visit [www.dexcom.com](http://www.dexcom.com).





## What to Look for in Your CGM

*You now know how the SEVEN PLUS can put you in the driver's seat to help you maximize your diabetes control. Here are a few extra PLUSes for you to consider:*

- + Sensor expertise** — DexCom's Sensor is tiny (about the size of 2 human hairs), round, and flexible — designed to be comfortable, body-friendly, and worn for up to 7 days
- + Extra performance in the low zone** — DexCom sets the standard in accuracy in the hypo zone (40-80 mg/dL) — plus, we have the only Hypo-Safety-Alarm that is fixed at 55 mg/dL
- + Hypo and hyper 'safety nets'** — Special alerts and alarms designed so that you can act in advance to reduce time spent outside your targets
- + The one you'll wear** — The most discrete and smallest Transmitter available — plus, it's wireless and comes with a full 1-year warranty
- + No pain, BIG gain** — DexCom's Sensor has smallest introducer needle, designed for minimal insertion discomfort
- + Complete information at the touch of a button** — Your 3-hour trend + trend-arrow + current glucose value = easier diabetes decisions
- + It's your life** — We'll fit in! Your SEVEN PLUS can be customized to truly be yours — basic or maximized, it's your choice



**Add it all up** — You'll see there's no other CGM choice but the SEVEN PLUS



## *Rev Up the PLUS-Factor in Your Life* **Ready to Get Started?**

*With DexCom, getting started is easy.*

*From the beginning, you'll experience the DexCom difference. Our Customer Support teams are here to assist you every step of the way. Our nationwide team of Clinical Education Specialists will help you get started on your SEVEN PLUS. And our Technical Support team is standing by, ready to help you with any technical questions that may come up — 24/SEVEN.*

*Talk to your doctor today and discover how around-the-clock monitoring can give you control and freedom.*



### **Take the SEVEN Test Drive**

See for yourself just how easy the SEVEN PLUS is — visit [www.dexcom.com](http://www.dexcom.com) and watch our interactive tutorial. Go ahead, take it for a spin.

### **Getting Started is Easy**

1. Fill in the Getting Started Forms enclosed here.
2. Fax them, along with a copy of your insurance card (front and back), to DexCom's Customer Support Team. Fax number: **1-877-633-9266**

Visit us online at [www.dexcom.com](http://www.dexcom.com).



# DexCom – The Sensor Specialists

DexCom, Inc. is a leader in continuous glucose sensing technologies, and is the only company that focuses 100% on these technologies. Founded in 1999, DexCom's roots stem from the pioneering 1967 research on implanted glucose sensors at the University of Wisconsin. DexCom started with a focus on creating an implantable Sensor that the body would not reject and that would perform for a long period of time.

Today, DexCom's Sensor technology is based on this research and sets it apart from other brands. DexCom continues to improve with the introduction of the SEVEN PLUS. Moving into their second decade, DexCom is committed to delivering best-in-class products and support services to patients and customers.

Visit us online for more information at [www.dexcom.com](http://www.dexcom.com).



**INDICATION FOR USE:** The SEVEN PLUS Continuous Glucose Monitoring System is a glucose monitoring device indicated for detecting trends and tracking patterns in adults (age 18 and older) with diabetes. The SEVEN System is intended for use by patients at home and in healthcare facilities. The device is for prescription use only. The System is indicated for use as an adjunctive device to complement, not replace, information obtained from standard home glucose monitoring devices. The System aids in the detection of episodes of hyperglycemia and hypoglycemia, facilitating both acute and long-term therapy adjustments, which may minimize these excursions. Interpretation of the SEVEN System results should be based on the trends and patterns seen with several sequential readings over time.

**CONTRAINDICATIONS:** The SEVEN System must be removed prior to Magnetic Resonance Imaging (MRI). Use of acetaminophen-containing medications during Sensor wear may affect device performance.

**WARNINGS:** This device is not designed to replace a blood glucose meter. Always confirm with a blood glucose meter before making therapeutic adjustments. Symptoms related to low or high blood glucose levels should not be ignored. If you have symptoms use your blood glucose meter to check the SEVEN System results. Calibration should be updated every 12 hours at a minimum to ensure device performance.

**PRECAUTIONS:** The Sensor has currently only been tested in adult persons with type 1 and type 2 diabetes. The device has not been tested in children or adolescents, pregnant women, or persons on dialysis. For Manual Entry Calibration, you must enter the exact fingerstick reading that your blood glucose meter displays. Enter all fingerstick readings for calibration within 5 minutes.

Please note: The Performance Characteristics Section of your new SEVEN PLUS User's Guide has changed to reflect the recent study done. The overall results of the trial showed that this next-generation SEVEN PLUS System will provide you more continuous glucose readings, and you should expect more of your Sensors to provide data for the entire 7-day use period. Note that the data described in the Performance Section also showed a difference from this generation in the SEVEN PLUS device to the original SEVEN System device in performance in the low glucose region (40-80 mg/dL).

Our study showed that at 50 mg/dL blood glucose, the device reported glucose to be as high as 64 mg/dL and at 80 mg/dL blood glucose, the device reported glucose to be as high as 90 mg/dL. Because the performance of the Next-Generation SEVEN PLUS varies from the original, it is important that you assess how the new-generation device performs for you, especially in the low range. You should review the performance of this device with your healthcare provider to understand how well the SEVEN PLUS System performs. Contact DexCom Toll Free at 877-339-2664 or [www.dexcom.com](http://www.dexcom.com) for detailed indications for use and safety information.

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