



Humalog[®]

Humalog, a rapid acting insulin created by Eli Lilly and Company, offered new hope to people with diabetes to manage their disease successfully. From research in key European and U.S. markets we learned that universally,

people with diabetes are invested in whatever insulin regimen they currently follow. Thus, the symbol of the brand benefit became of prime importance: a flexible human form that could change shape to suit the circumstance.

HUMALOG

Creating a global symbol and a global strategy

We came to understand that to overcome the inertia created by established therapeutic patterns, the concept of flexible insulin administration would have to resonate both rationally and emotionally with both professionals and patients.

Thus, the symbol of the brand benefit became of prime importance: a flexible human form

that could change shape to suit the circumstance.

The “Wireman” icon proved to be the perfect symbol of a brand that fits the real lives of patients - and the real lives of global affiliates, who adapted the materials delivered in the Humalog global brand program to stage consistent launches in their respective markets.

Introducing the first insulin that's ready to work when your patients are ready to eat

Humalog® (insulin lispro) lets your patients dose and eat and feel more like themselves again

Humalog is a new repeating insulin, newly identical to human insulin. It more closely mimics the body's natural response to eating than other forms of insulin.

Humalog's unique, flexible, rapidly absorbed, and rapidly acting insulin profile allows your patients to dose and eat when they want to eat. Humalog's unique, flexible, rapidly absorbed, and rapidly acting insulin profile allows your patients to dose and eat when they want to eat.

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Humalog® insulin lispro

Changing the way you think about insulin

There's only one barrier to the success of most insulin therapy: *Real Life.*

The battle doesn't even begin until after the first bite of a meal. Instead of just taking insulin, you have to think about what you're eating, how much, and when. It's not about the insulin, it's about the life.

Humalog, Humalog® (insulin lispro) is a new, rapidly acting, and rapidly absorbed, insulin that allows you to dose and eat when you want to eat. It's not about the insulin, it's about the life.

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Humalog® insulin lispro

Changing the way you think about diabetes management