

## Novo Nordisk launches a new obesity treatment on World Obesity Day

09 October 2018 | News

**By activating areas of your brain that regulate appetite, Saxenda increases the feelings of fullness and satiety, which can lead to lower calorie intake and weight loss.**



**Singapore** – Novo Nordisk announced the availability of Saxenda (liraglutide 3.0 mg) in Singapore. Saxenda is an Health Sciences Authority (HSA)-approved, prescription injectable medicine that, when used along with a low-calorie meal plan and increased physical activity, helps adults with obesity (BMI  $\geq 30$  kg/m<sup>2</sup>) or who are overweight (BMI  $\geq 27$  kg/m<sup>2</sup> to  $<30$  kg/m<sup>2</sup>) with at least one weight-related medical problem (such as high blood pressure, high cholesterol, or type 2 diabetes or, prediabetes, or obstructive sleep apnea) to lose weight.

Singapore is feeling the weight of obesity on its shoulders with 10.8% of Singaporean adults aged 18-69 being obese, according to the National Health Survey conducted by the Ministry of Health (MOH) in 2010. This is one and a half times the figure just 10 years ago. Additionally, about 1.7 million adults are at a risk of developing obesity-related diseases. 6 in 10 of them are either pre-diabetic or suffering from chronic conditions, such as diabetes, heart disease or hypertension. The Health Promotion Board predicts that the prevalence of obesity in Singapore could increase to 15% by 2024.

“Sitting is the new smoking, with the increase in sedentary lifestyle and unhealthy food options, obesity has become a common problem. It is a chronic medical condition that can cause numerous non-communicable diseases such as type 2 diabetes, cardiovascular complications, high blood pressure and even cancers. Any obese person who loses just 5-10% of their body weight will have a remarkable improvement in health.” said Dr Tham Kwang Wei, President of the Singapore Association for the Study of Obesity (SASO).

Saxenda has a unique mechanism of action that is similar to a hormone that the human body produces naturally to regulate appetite, known as glucagon-like-peptide (GLP-1). By activating areas of your brain that regulate appetite, Saxenda increases the feelings of fullness and satiety, which can lead to lower calorie intake and weight loss.