

Wegovy weight-loss frenzy

Blockbuster weight-loss drug Wegovy is the brand name of semaglutide, which mimics the action of a hormone that makes people feel full, so they eat less



■ **Dosage:** Weekly injection gradually stepped up from starter dose of 0.25 milligrams



■ **2010:** U.S. Food and Drug Administration (FDA) approves Novo Nordisk's diabetes drug **Victoza**.

Victoza Active ingredient, **liraglutide** – GLP-1 (glucagon-like peptide 1), which lowers blood sugar – has unexpected side effect of causing weight loss

■ **2014:** FDA approves Novo Nordisk's **Saxenda** (**liraglutide**) for obesity. Patients lose 5% weight with once-a-day injections

■ **2017:** Novo Nordisk develops type 2 diabetes treatment with longer-lasting GLP-1 drug, **semaglutide**



Marketed as **Ozempic**, patients inject themselves once per week to achieve 15% weight loss

■ **Jun 2021:** Novo Nordisk gets FDA approval to market semaglutide for obesity with weekly injections at higher doses. **Wegovy** goes on sale at **\$1,350** for one month's supply

■ **Dec 2022:** Wegovy goes on sale in Denmark at **2,370.60 kroner (\$357)** for maintenance dose

■ **2023:** Wegovy goes on sale in Norway, Germany and UK at **2,775.30 Norwegian kroner (\$278)**, **€301.91 (\$325.97)** and **£299 (\$377)** respectively for maintenance dose

■ **Sep 5:** Novo Nordisk becomes Europe's most valuable firm with stock market valuation of **\$428bn**



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