



Lower the #WeightOfDiabetes



Not real patient. Only for illustration purposes.

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Diabetes is a pervasive and serious^[1] disease that affects countless individuals we know and love. It's crucial that we all take action to raise awareness about this condition and its impact on our families, friends, and communities.”

”



ABOUT NOVO NORDISK

We are a global healthcare company, founded in 1923 and headquartered just outside Copenhagen, Denmark.

Our purpose is to drive change to defeat serious chronic diseases, built upon our heritage in diabetes. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent and ultimately cure the diseases we treat.

16

production sites in nine countries (Algeria, Brazil, China, Denmark, France, Iran, Japan, Russia and US).

10^[2]

research and development centres in five countries (China, Denmark, India, UK and US).

64,000+

employees around the world.

170

number of countries we provide access to our products.

Turning the tide ON DIABETES TOGETHER WE CAN!

Global diabetes cases^[3] soar to **529 million** to **1.3 billion by 2050**

More than half a billion people are living with diabetes worldwide, affecting men, women and children of all ages in every country, and that number is projected to grow more than **double to 1.3 billion people in the next 30 years.**

The Rising **Diabetes Curve in India**

India stares at a looming public health crisis – a rapidly rising tide of diabetes. With the world's second-highest number of people with diabetes, and projections showing a doubling of cases in the next 20 years, we must act decisively.

Obesity + Diabetes = **The Bitter Truth**

- « In India, **8/10 people** with diabetes are living with overweight or obesity^[5]
- « Abdominal obesity stands at **40% across the population**^[6]
- « People with diabetes and obesity face a **7X higher risk** of all-cause mortality.^[7]

Top 5 Countries, diabetes cases^[8]

Rank	Country	Patients (million)	Prevalence %	
			2011	2021
1	China	140.9	8.8	14
2	India	74.2	9	9.6
3	Pakistan	33	7.9	30.8
4	USA	32.2	9.4	10.7
5	Indonesia	32.2	5.1	10.6
	World	536.6	8.5	9.8

(2021 estimates by IDF Atlas 10th edition)

Beyond the Numbers:
The Human Cost^[9]

Diabetes isn't just a clinical term – it's a chronic illness with devastating consequences. Uncontrolled diabetes can lead to blindness, kidney failure, heart disease and nerve damage. These complications not only impact the individual's health but also place a tremendous burden on families and healthcare systems.

Diabetes and You

"Why me?" It's a question that flashes through the minds of many newly diagnosed with diabetes. Fear, frustration, even a sense of unfairness – these feelings are completely normal. Alongside the medical information you're receiving, it's important to acknowledge the emotional side of this diagnosis.



Before developing **Type 2 diabetes**,^[10]

You might have prediabetes. Having prediabetes means your blood glucose (sugar) levels are higher than normal, but not yet at the point that defines diabetes. However, having prediabetes means you are already at increased risk for damage to your heart, kidneys and nerves.

Know the **Jargon**^[11]

- « **Glucose:** The main type of sugar in your blood and your body's energy source
- « **A1C (HbA1c):** A blood test showing your average blood sugar over 2-3 months
- « **Hyperglycaemia:** High blood sugar
- « **Hypoglycaemia:** Low blood sugar
- « **Target Range:** The blood sugar range your doctor wants you to aim for
- « **Fasting Blood Sugar:** Measured in the morning before breakfast, without consuming anything orally except water overnight

What you need to know

- « Having prediabetes means you are at risk for developing type 2 diabetes.
- « Risk factors for prediabetes and diabetes include obesity; a sedentary lifestyle; a parent, brother, or sister with type 2 diabetes and diabetes during pregnancy.
- « Prediabetes typically has no symptoms and is usually diagnosed with a blood test.
- « Having prediabetes does not mean you are destined to develop diabetes. Adopting a healthier lifestyle can reduce your risk of type 2 diabetes and even reverse prediabetes.

Anticipating the Fears

Being diagnosed with diabetes can bring up a whirlwind of worries. Fear of complications you may have heard about, anxiety about how this will change your life, even a sense of guilt or confusion...Know that you are not alone, and support is available to help you navigate these feelings.

Knowledge is Power: Understanding Diabetes for a Healthier You

Diabetes is a condition where your body struggles to regulate blood sugar (glucose) levels. Glucose is the main source of energy for your cells, but it needs insulin, a hormone produced by your pancreas, to enter the cells and be used effectively. When there's a problem with insulin production or how your body uses it, blood sugar levels rise, leading to various health issues if left unmanaged.

Understanding Diabetes: Navigating its Impact on Your Body!

Diabetes disrupts the delicate balance of your body in many ways. Beyond just high blood sugar, uncontrolled diabetes has wide-ranging impacts. In the long term, it increases your risk for serious health problems like heart disease, stroke, kidney damage, vision loss and nerve damage. On a day-to-day basis, diabetes can affect your energy levels, how wounds heal, your mood and your vulnerability to infections. The good news is that working with your doctor to manage your blood sugar significantly reduces these risks and helps you live a full and healthy life.

Different Types of Diabetes^[14]



Type 1 Diabetes

- « **The Cause:** An autoimmune reaction mistakenly attacks the insulin-producing cells in the pancreas, leading to very little or no insulin production.
- « **Who Gets It:** Can occur at any age, but often diagnosed in childhood or young adulthood. Genetics play a role, but it's not directly inherited from a parent having it.
- « **Management:** Requires lifelong insulin injections or an insulin pump to deliver insulin and manage blood sugar levels. A healthy diet and exercise are also crucial.



Type 2 Diabetes

- « **The Cause:** More common type. The body either doesn't produce enough insulin or becomes resistant to its effects.
- « **Who Gets It:** Can develop at any age, but risk factors include a family history, living with overweight or obesity, and a sedentary lifestyle.

- « **Management:** May be controlled with diet, exercise and weight management along with anti-diabetic medications like oral medications or injectable medications. Medications and lifestyle changes are needed to help manage blood sugar levels effectively.



Gestational Diabetes

- « **The Cause:** Occurs during pregnancy due to hormonal changes that can affect how your body uses insulin.
- « **Who Gets It:** Can affect any pregnant woman, but risk factors include a family history of diabetes, living with overweight or obesity before pregnancy or having had gestational diabetes in a previous pregnancy.
- « **Management:** Usually controlled through diet and exercise, but sometimes medication might be needed. The goal is to maintain healthy blood sugar levels for the health of both mother and baby.

Key Points to Remember

- « All types of diabetes affect blood sugar control, but the cause and management differ.
- « Early diagnosis and proper management are crucial to prevent complications.
- « Healthy lifestyle choices play a significant role in managing all types of diabetes.

Diabetes Doesn't Define You: Living Well, Thriving Strong!

Your healthcare team is your partner in managing diabetes, but success depends on a two-way collaboration. Regular visits to your doctor or diabetes specialist are essential for adjusting medications, tracking progress and getting proactive care for any complications. Monitoring your blood sugar as instructed helps you and your doctor spot patterns and identify areas for improvement.

Most importantly, open and honest communication about challenges, concerns or changes in how you feel allows for personalized adjustments to your treatment plan. It's also important to remember that your daily life has a profound impact. Prioritising balanced meals, incorporating regular movement – even short walks count – and managing stress- all contribute to better blood sugar control and overall well-being.



Weight-Wise, Diabetes-Friendly: NAVIGATING HEALTHIER PATHS!

India has an estimated ^[15]

100 MILLION

people formally diagnosed with diabetes

Extra Weight = Extra Risk

Living with overweight or obesity puts you at much higher risk for type 2 diabetes. The more extra weight you carry, the greater the risk. This is why the rise in obesity worldwide is closely linked to the increasing rates of type 2 diabetes.

And you don't have to lose a lot to improve your health—even losing 10-15 kilos can make a big difference.

Obesity + Diabetes = Diabesity

Ever heard the term "diabesity"? It might sound weird, but it describes a serious problem: having both diabetes and obesity. This double-whammy is becoming common. The good news is if you have it, losing weight can often make a huge difference.

EVERY KILO COUNTS! ^[16]

Every 1 KG Lost = Reduction in HbA1c levels by 0.1%

Weight Loss Milestones & Benefits

- « Lower Blood Pressure
- « Lower Cholesterol
- « Combat Heart Disease
- « Banish Sleep Apnea
- « Manage PCOS
- « Tackle Fatty Liver
- « Reduce Fatty Liver
- « T2 Diabetes Remission
- « Reduced Mortality from CV Events

0-5% Loss

5-10% Loss

10-15% Loss

Over 15% Loss

Every kilo lost is a step toward a healthier, happier you! Let's get moving!

Weight and Diabetes: Understanding the Connection for Healthier Living ^[17]

« Insulin Resistance

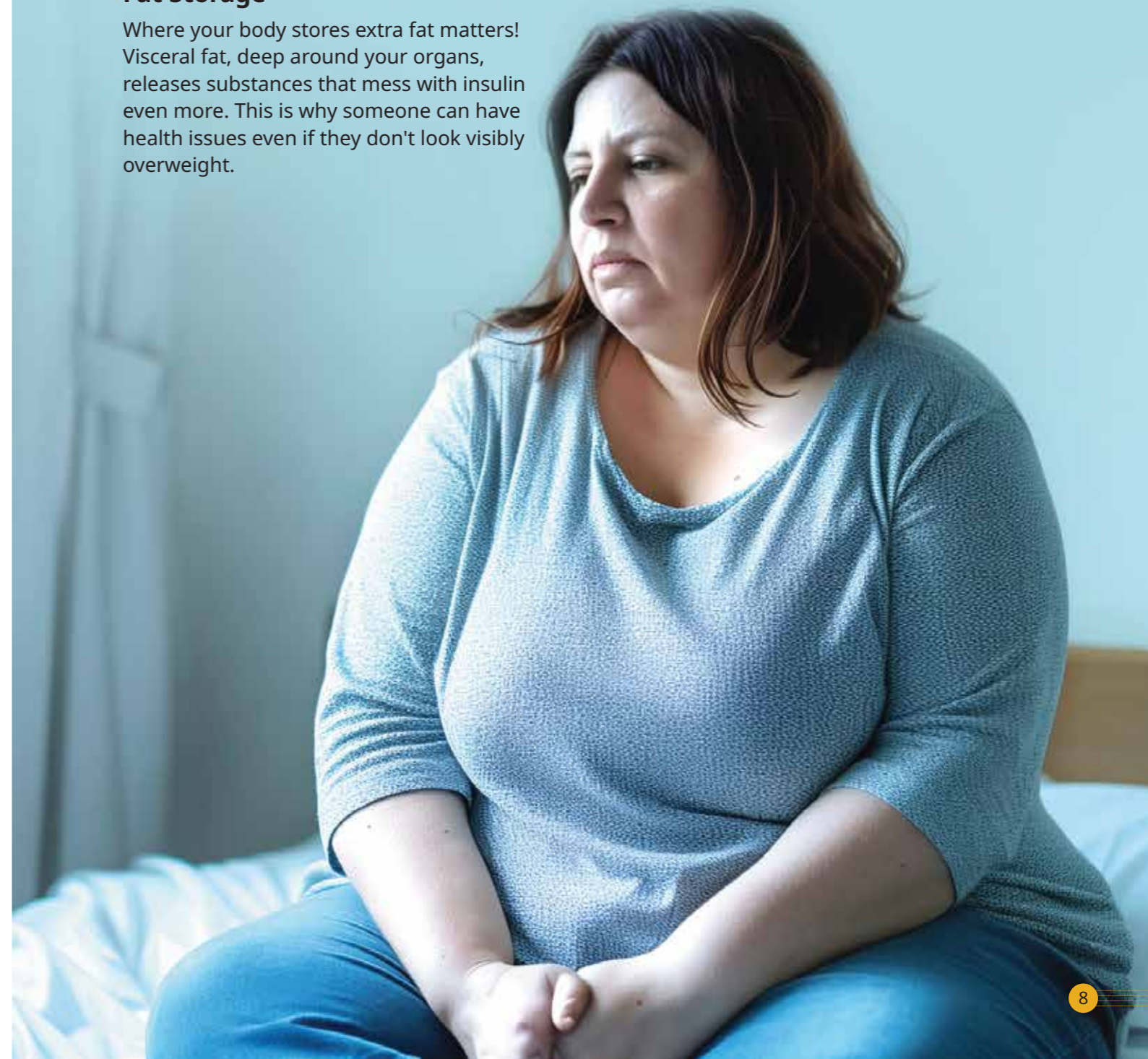
Think of insulin like a key that unlocks cells to let glucose (sugar) in for energy. Excess weight makes your cells less responsive to that key – it's like they get rusty. This means sugar builds up in the blood, causing all sorts of problems.

« Fat Storage

Where your body stores extra fat matters! Visceral fat, deep around your organs, releases substances that mess with insulin even more. This is why someone can have health issues even if they don't look visibly overweight.

« Other Complications

Unfortunately, the problems don't stop with blood sugar. Extra weight puts a strain on your heart, raises blood pressure and messes with cholesterol levels. Having diabetes on top of all that is like a double-whammy, making heart problems more likely. It becomes this vicious cycle where one condition worsens the other.



≡ Mind the Scale, **Mind Your Health**^[18]

Weight loss can feel challenging. It means changing your habits and being patient with results. But the good news is, weight loss is achievable, even if you've struggled before. Here's what has worked for many people who have successfully reduced weight

- Step 1** Focus on eating fewer calories and less unhealthy fat
- Step 2** Make time to be physically active on most days
- Step 3** Never skip breakfast
- Step 4** Track your weight at least once a week
- Step 5** Limit your TV time to less than 10 hours a week

^[19] "Remission is possible when intervened in the early stage and it starts with taking control of your weight."

≡ Don't Forget

- « This isn't about how you look – it's about your internal health.
- « Small amounts of weight loss can start to reverse this process.
- « You'll be fighting two major health problems at once by taking action.

≡ From Struggle to **Strength**^[20]

If you're trying to lose weight while managing diabetes, it can sometimes feel like the deck is stacked against you. Certain diabetes medications, ironically, can cause weight gain, making an already tough battle even tougher. This can feel incredibly frustrating and demoralising.

Additionally, the lows that can come with blood sugar fluctuations are a huge challenge. When your blood sugar crashes, cravings hit hard! It's easy to reach for comfort foods that will only spike your numbers further, sabotaging your hard work.

The stress of managing diabetes itself is another hidden weight-loss hurdle. Stress makes us crave those quick-fix comfort foods and can make it harder to stick to an exercise routine. This creates a vicious cycle: stress worsens blood sugar, bad blood sugar worsens stress and the weight loss goals slip further away.

Can Eat



Avoid



"It's important to be 'in the know' about what is healthy foods for diabetics and what is not a great choice when trying to keep your weight down, exercise and manage diabetes."

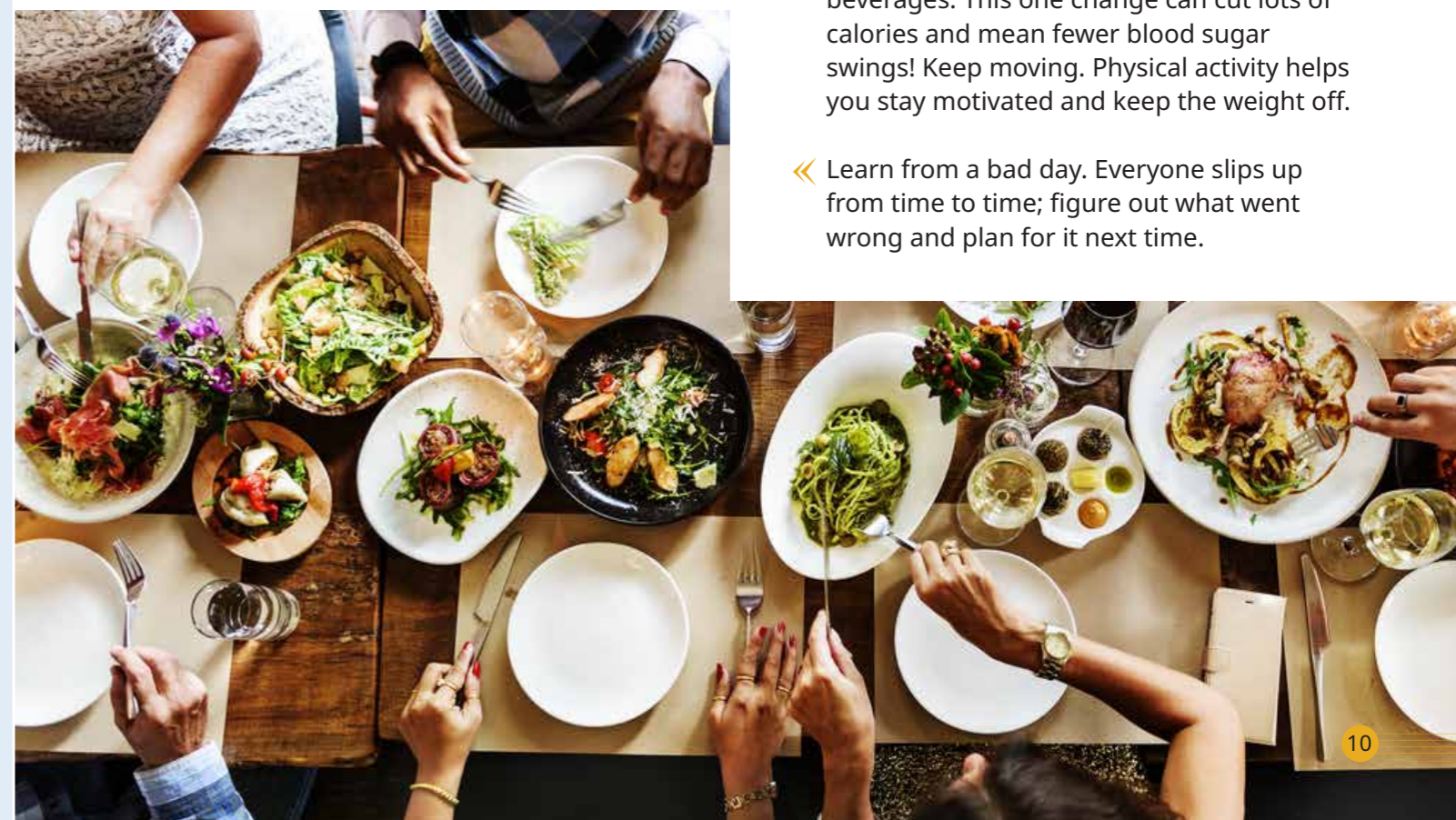
≡ Don't Forget

- « Don't Aim for Perfection: Slow, steady weight loss is key for long-term success and minimising blood sugar fluctuations.
- « Dietary Focus: Whole foods, balanced meals, emphasise fiber and protein for better blood sugar control.
- « Exercise is Medicine: Finding enjoyable movement (even short bursts!), resistance training is crucial alongside cardio.
- « The Mental Game: Mindfulness around eating, finding stress-relief beyond food, seeking support (therapist, online groups).

≡ Dine Out with Confidence: **Deliciously Healthy Choices for Diabetes!**^[21]

Whether you're grabbing lunch on the go, enjoying a Friday night takeaway or celebrating a special occasion at a restaurant, it's great to eat a meal that you haven't cooked yourself – and diabetes is no barrier to that. With a little knowledge, you can enjoy eating out as part of a healthy, balanced diet.

- « Eat higher-protein, lower-carb meals to control hunger and appetite. For people with diabetes who take insulin, eating fewer carbs like bread, pasta, rice, desserts, sugary beverages and juice can lower how much insulin they need.
- « Using less insulin can help prevent hunger, fat storage and weight gain.
- « Choose carbs that are higher in fiber and lower in added sugar. For example, say yes to beans and sweet potatoes; say no to sugary drinks and chips.
- « Drink more water and fewer sweetened beverages. This one change can cut lots of calories and mean fewer blood sugar swings! Keep moving. Physical activity helps you stay motivated and keep the weight off.
- « Learn from a bad day. Everyone slips up from time to time; figure out what went wrong and plan for it next time.



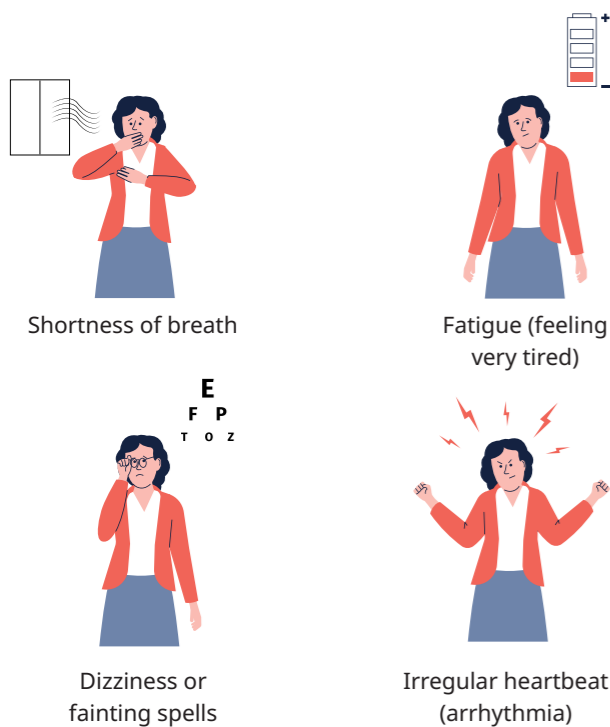
Beyond Diabetes: Ensuring Vascular Wellness

NURTURING HEALTH!

If you have diabetes,^[22]
**YOU'RE 2X MORE
 LIKELY TO HAVE
 HEART DISEASE
 OR STROKE**

than someone who doesn't have diabetes at a younger age¹.

**DIABETIC HEART DISEASE IS OFTEN
 SILENT IN ITS EARLY STAGES, BUT AS
 IT PROGRESSES, YOU MAY NOTICE**^[23]

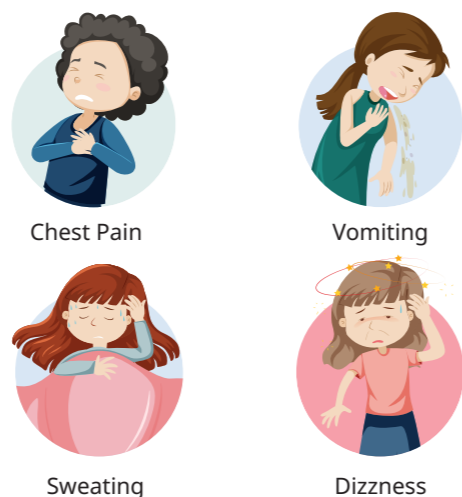


If you have diabetes, you may not feel chest pain due to nerve damage, so discuss any unusual symptoms with your doctor.

Heart Strong, Diabetes Aware: **Prioritising Cardiovascular Wellness!**^[24]

Diabetes can damage your heart's blood vessels and nerves, increasing your risk of heart disease at a younger age. Knowing the risks & managing your blood sugar is crucial for a healthy heart.

HEART ATTACK SIGNS



Beyond **Heart Disease**^[25]

Diabetes and your heart are closely linked. High blood sugar damages blood vessels and nerves, increasing the risk of coronary artery disease, heart failure and other complications. This means people with diabetes can develop heart problems earlier than those without. However, taking charge of your heart health is possible. Manage your blood sugar, control blood pressure and cholesterol, maintain a healthy lifestyle and see your doctor for regular checkups. Protect your heart, live a healthier life.

Remember, your heart health is in your hands. By taking proactive steps and working with your doctor, you can lower your risk and enjoy a longer, healthier life.

Heart Smart:^[26] **Testing Today for a Healthier Tomorrow!**

To get a complete picture of your heart health, your doctor will likely check your blood pressure, cholesterol levels and weight. These factors provide valuable insights into your risk of heart disease. In addition, they may recommend further tests, such as:



- « **Electrocardiogram (ECG or EKG):** This measures the electrical signals that control your heartbeat, revealing any irregularities.
- « **Echocardiogram (echo):** This uses sound waves to create a detailed image of your heart's structure and function, allowing your doctor to assess its strength and efficiency.
- « **Exercise stress test (treadmill test):** This test evaluates how your heart performs during physical exertion, giving insight into its ability to handle increased demands.

By combining this information, your doctor can create a personalised plan to keep your heart healthy and strong.

Love Your Heart,^[27] Live Your Best

Implementing these lifestyle adjustments can mitigate your risk of heart disease or its progression, while also aiding in diabetes management:

Adopt a nutritious diet. Prioritise fresh fruits, vegetables, lean proteins and whole grains while minimising processed foods (like chips, sweets and fast food) and eliminating trans fats. Increase water intake, decrease sugary drinks and moderate alcohol consumption.

Strive for a healthy weight. Shedding excess pounds, even modestly, can reduce triglyceride and blood sugar levels. A moderate weight loss goal is 5% to 7% of body weight, equivalent to 10 to 14 pounds for a 200-pound individual.

Embrace physical activity. Regular exercise enhances insulin sensitivity, assisting in diabetes management. It also regulates blood sugar levels and diminishes heart disease risk. Aim for at least 150 minutes of moderate-intensity physical activity weekly, such as brisk walking.



MANAGE YOUR ABCs ^[28]

HbA1c

General target: <7%

Your HbA1C check shows what your average blood glucose has been over the last 3 months.

Blood Pressure

General target: <140/90mmHg

High blood pressure increases your risk for heart attack & stroke

LDL Cholesterol

General target: <2.6mmol/L (100mg/dL)

Cholesterol is a substance found in the blood. 'Good' cholesterol (HDL) help protect your heart. 'Bad' cholesterol (LDL) can build up & clog your blood vessels. It raises your risk for a heart attack or stroke.

*Targets may differ for individuals, check with your doctor on what your targets should be.

KEEP YOUR ABCs UNDER CONTROL

Address stress. Elevated stress levels can elevate blood pressure and trigger unhealthy behaviors like excessive alcohol consumption or overeating. Instead, seek support from a mental health counselor, practice meditation or deep breathing exercises, engage in physical activity or lean on friends and family for support.

Additionally, your healthcare provider may prescribe medications to help regulate blood sugar, blood pressure, cholesterol and triglyceride levels, aligning them with your target values.

Who needs a Heart Health Check? ^[29]



- « All people aged 45–79 years
- « People with diabetes from 35 years

Protecting Your Heart: When to Seek Help ^[30]

If you have diabetes and notice symptoms like chest pain, pressure, shortness of breath or unusual fatigue, don't hesitate to consult your doctor immediately. These could be signs of heart disease, and timely intervention can be crucial.

Your doctor may recommend lifestyle changes, dietary adjustments or medications to manage your heart health. These measures can significantly reduce your risk of complications and improve your overall well-being.

Taking Control of Your Health

Remember, a diabetes diagnosis doesn't automatically mean heart disease is in your future. By taking proactive steps, you can take charge of your health.

Here's what you can do:

- « Prioritise healthy eating habits
- « Stay physically active
- « Manage your blood pressure, blood sugar and cholesterol levels

Working with your doctor to develop a personalised treatment plan is key to minimising your risk factors and maintaining a healthy heart. Don't wait for symptoms to appear. Take action now and empower yourself to live a long, healthy life with diabetes.



Type 2 Diabetes: Managing Today, THRIVING TOMORROW!

India's diabetic population is expected to rise to over 134 million by 2045. Approximately 57% of these individuals remain undiagnosed.

Research indicates that unhealthy diets, lack of physical activity as well as the harmful use of alcohol and tobacco are factors behind the rise in cases of diabetes. Type 2 diabetes most often develops in people over age 45, but more and more children, teens and young adults are also developing it.

Silent Symptoms, Serious Impact

Type 2 diabetes symptoms often develop slowly and subtly, sometimes even unnoticed for years. Since they're not always obvious, it's important to be aware of the risk factors. If any apply to you, consult your doctor for a blood sugar test.

What are the symptoms?



Feeling hungry even while eating



Extreme thirst



Frequent urination



Slow-healing cuts



Numbness in hands or feet



Blurred vision

Why is it Dangerous?

High blood sugar can:



Increase risk of heart disease or heart failure



Lead to stroke



Threaten vision, limbs & extremities

Keep up with health visits to find & treat problems early.



WITH HELP, YOU CAN CONTROL DIABETES

From Diagnosis to Determination

A simple blood test is your first step in assessing your risk of type 2 diabetes.

- << Fasting Plasma Glucose (FPG) Test
- << Oral Glucose Tolerance Test
- << Hemoglobin A1C (HbA1c) Test
- << Random Plasma Glucose Test
- << Postprandial Plasma Glucose Test
- << Urine Glucose Test

Blood Sugar in Check, Health on Track

Managing Your Diabetes Journey

Diabetes is a unique journey, but you're not alone! While your healthcare team (doctors, specialists and educators) will provide valuable guidance, YOU are in the driver's seat. With their support and a bit of know-how, you can successfully navigate this path.

Manage Your Diabetes: Take Control of Your Health



Healthy Eating & Activity:

Fuel your body with nutritious foods and get moving regularly.



Medications (if needed):

Work with your doctor to find the right medication to help manage your blood sugar.



Regular Checkups:

Monitor your blood pressure, cholesterol, and blood sugar levels to stay on top of your health.



Stress Management:

Find healthy ways to cope with stress, as it can affect your blood sugar levels.

Building a Support Network

Your Healthcare Team: Regular visits with your doctor and diabetes educators will ensure you're on track and can get personalised help as needed.

Diabetes Education: Whether you're newly diagnosed or a veteran, a diabetes educator is a valuable resource. They can help you:

- << Plan healthy meals and activities
- << Monitor your blood sugar
- << Spot warning signs of high or low blood sugar
- << Understand medications (if prescribed)
- << Learn about potential complications and how to prevent them



The key is to take it one step at a time and make choices that support your overall well-being. You've got this!

≡ Eating Right **Doesn't Mean Boring Diet**^[37]

Maintaining a balanced diet with diabetes doesn't equate to sacrificing your favorite flavors. It's about striking a harmony between indulgence and essential nutrients. Small adjustments like selecting low-fat cheeses and dressings, opting for lean meats and embracing natural sweeteners not only aid in achieving health objectives, but also enhance taste sensations!

≡ Type 2 Diabetes Among **Children and Teens**^[38]

As childhood obesity rates soar, so do instances of type 2 diabetes in young individuals. Over 75% of children with type 2 diabetes have a family member with the condition, pointing to both genetic and lifestyle factors. Parents can play a crucial role in preventing or delaying type 2 diabetes onset by implementing family-wide lifestyle changes:



Encouraging increased water intake and reduced consumption of sugary beverages.



Promoting the consumption of more fruits and vegetables.



Modifying favorite dishes to be healthier.



Making physical activity enjoyable and engaging for the whole family.

WHEN EVERYONE COMMITS TO THESE HEALTHY CHANGES TOGETHER, they become ingrained habits, fostering a healthier lifestyle for all.

≡ Starting **Injectables or Insulin**^[39]

For numerous individuals managing type 2 diabetes, initiating treatment with injectables or insulin can evoke feelings of apprehension and discouragement. Despite diligent efforts in diet, exercise and self-care, disease progression often necessitates this next step for millions.



≡ The Power of **Change**

The news of a diabetes diagnosis can be overwhelming, bringing with it feelings of sadness, frustration and stress. It's natural to feel so, especially when faced with the need to change your lifestyle, potentially start medications and learn about new health risks. But remember, there are many positive changes you can make to take control of your health and well-being. Don't lose hope, this diagnosis can be a catalyst for a healthier and happier life

≡ Monitor, Manage,^[40] Thrive – **With the Latest Diabetes Tech!**

- ≪ **Blood Glucose Meters (BGMs)**
Provide accurate blood glucose readings quickly.
- ≪ **Continuous Glucose Monitors (CGMs)**
Continuously monitor glucose levels and integrate with insulin pumps.
- ≪ **Insulin Pumps**
Deliver steady and surge doses of insulin, reducing daily injections.
- ≪ **Smart Pens**
Track insulin doses for better diabetes management.



The Mind-Body CONNECTION

UNDERSTANDING YOUR DIABETES

People with diabetes are ^[41]
2 TO 3 TIMES MORE
 likely to have depression than people without diabetes

Symptoms of Depression ^[42]



Feeling sad or losing interest in favorite activities



Overeating or not wanting to eat at all



Not being able to sleep or sleeping too much



Having trouble concentrating or making decisions



Feeling hopeless, irritable, anxious or guilty



Feeling very tired



Having thoughts of suicide or death



Having aches or pains, headaches, cramps or digestive problems

The Rollercoaster ^[43]

Diabetes doesn't just impact your physical health; the constant demands can wear on your emotional well-being. In turn, feeling stressed, anxious or down can make managing your blood sugar tough.

The connection between your mind and body is powerful. If you're struggling with mental health concerns, know that treatment can positively affect your diabetes management. Likewise, focusing on your physical health can lead to improvements in your overall well-being.

You Are Not Alone

It's a cycle that many people with diabetes face. But understanding this connection is the first step towards gaining more control—over both, your mind and body.

When Stress ^[44] Takes Over

Imagine getting bad news – a missed deadline, an argument or a worrisome health result. Your heart races, your mind spins and suddenly hours have passed since you last checked your blood sugar. This is your body's ancient "fight-or-flight" response kicking in. While meant for short-term survival, chronic stress keeps this system on overdrive. Stress hormones flood your body, soaring blood sugar and making it harder to manage your diabetes. But don't despair. Even simple techniques like taking a few deep breaths or a short walk can start to calm that stress response, giving you more control over your mood and your blood sugar.

Taming the Stress ^[45] Monster: Protecting Your Diabetes Health

- « **Get Active:** Move your body and calm your mind. Even a short walk can shift your mood and give you energy that lasts for hours.
- « **Find Your Zen:** Tune into your breath and body. Meditation or yoga can be powerful tools for releasing tension and finding inner calm.
- « **Reach Out:** Connection is key. Text a friend or call someone who gets it. Sharing your feelings can lighten your load – and theirs.
- « **Recharge Your Batteries:** Hit the pause button. Go outside, curl up with a good book or simply listen to your favorite music. "You" time is essential.
- « **Fuel Yourself Well:** Treat your body right. Limit caffeine and alcohol, nourish yourself with healthy foods and prioritise restful sleep. These habits support both your mind and your body.

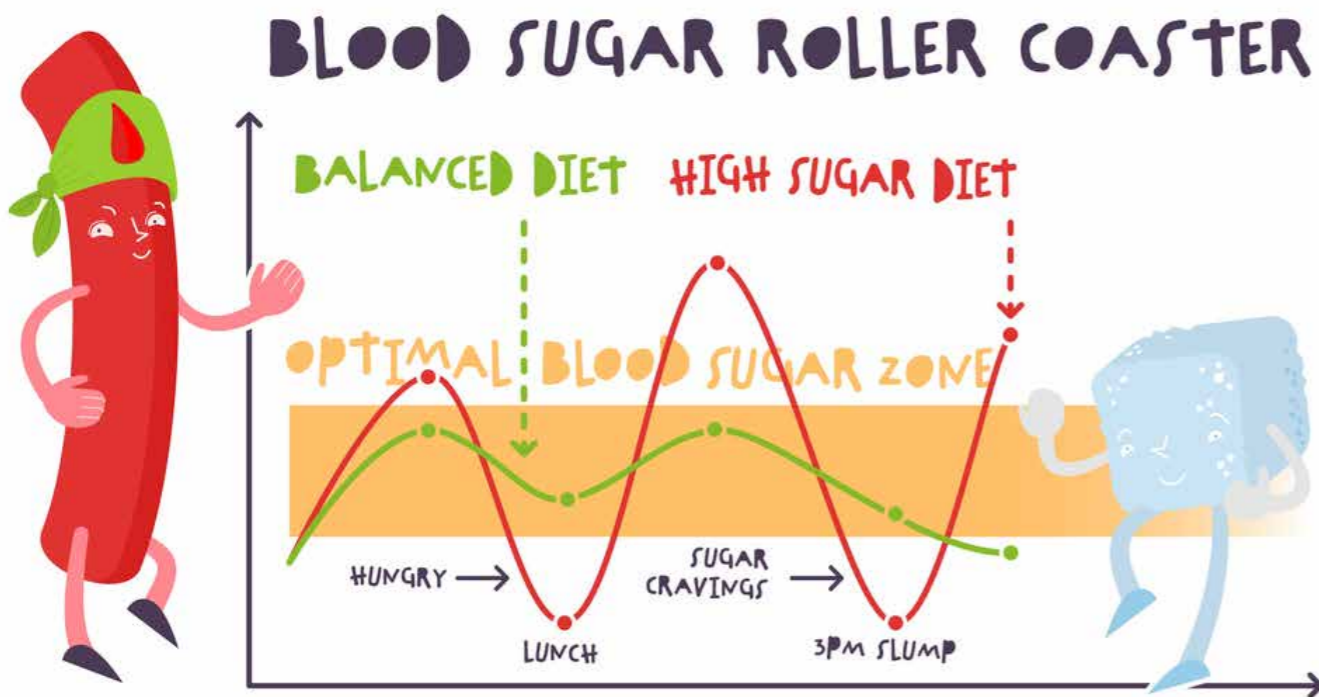
Diabetes Distress: More Than Just a Bad Day ^[46]

If you've ever felt overwhelmed, burned out or even resentful of your diabetes, you're far from alone. These feelings are incredibly common. There's even a term for it: 'Diabetes distress.' It's that nagging feeling of never getting a break – the constant blood sugar checks, the worry about complications and the frustration when your efforts don't seem to make a difference. While Diabetes distress might share some similarities with depression, it's important to understand that it's tied specifically to the burden of living with diabetes. The good news is it doesn't have to be this way. There are ways to manage diabetes distress – talking to your healthcare team, seeking therapy or connecting with others who understand can all help you regain a sense of control and improve your overall well-being.



☰ The Emotional Side of Blood Sugar:^[47] **Diabetes' Impact on Your Mood**

Picture this: You're feeling fine and suddenly a wave of irritability washes over you. You snap at your coworker for no good reason or feel a crushing sadness you can't explain. Sound familiar? Blood sugar spikes and crashes can take your mood on a wild ride. The "hangry" feeling when you're low is just the beginning. These swings can make relationships tense, leave you feeling foggy at work and chip away at your self-esteem



☰ Stress Less, **Manage More**

- ☞ **Ask for Help:** It's a strength, not a weakness.
- ☞ **Cognitive Behavioral Therapy (CBT):**^[48] Learn practical skills for managing stress and emotions.
- ☞ **Support Groups:** Connect with others who understand your journey.^[49]

☰ Unlock Better Health: **Talk to Your Doctor About Your Mind and Body**

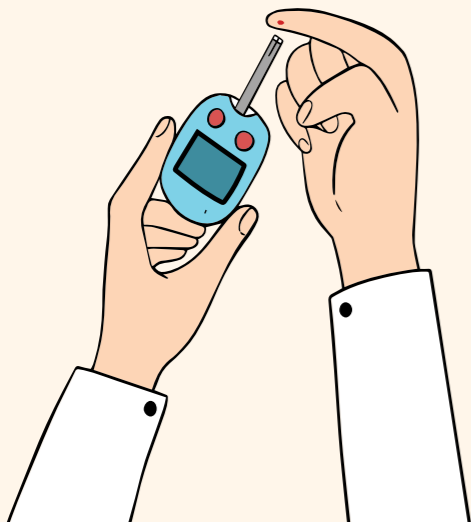
Feeling overwhelmed by diabetes? Don't hesitate to talk to your doctor. They understand the challenges and are there to support your physical and mental health. You're not alone in this journey.



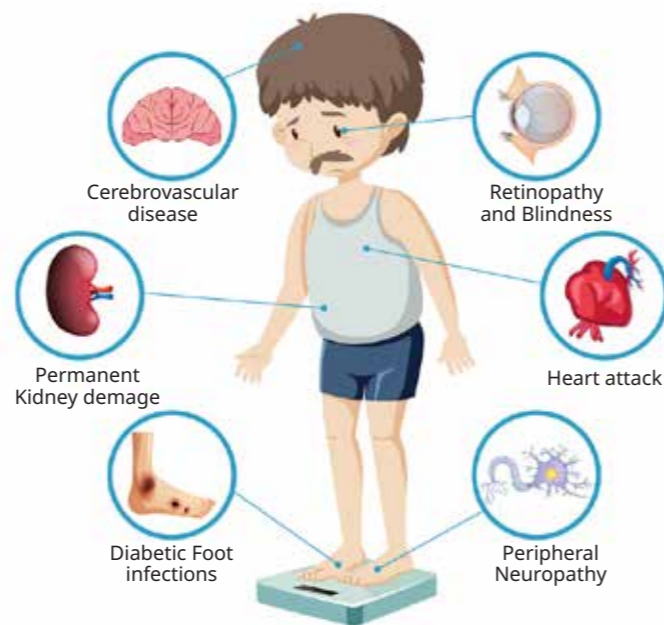
Preserve Your Vital Organs: MANAGE DIABETES MINIMISE COMPLICATIONS!

**MORE THAN 50%^[50]
OF PEOPLE ARE
UNAWARE OF THEIR
DIABETES STATUS**

which leads to health complications if not detected and treated early.



COMPLICATIONS OF DIABETES^[52]



How Diabetes Hurts Your Body^[53]

Diabetes disrupts how your body uses sugar (glucose). Normally, insulin helps glucose get into cells for energy. In type 2 diabetes, insulin doesn't work properly, so glucose builds up in the blood, damaging blood vessels and nerves. This can lead to serious health problems throughout your body.

The Heart: A Heavy Burden^[54]

« **High Blood Sugar:** Damages blood vessels and nerves, including those nourishing your heart.

« **Increased Risk Factors:** Diabetes raises the risk of high blood pressure, cholesterol and obesity, further impacting heart health.

« **Early Onset:** Heart complications may arise earlier in people with diabetes.

How Diabetes Damages Your Heart

« **Coronary Artery Disease (CAD):** High blood sugar can clog heart arteries, leading to chest pain and heart attacks.

« **Cardiomyopathy:** Diabetes can weaken the heart muscle, leading to heart failure.

« **Other Complications:** Diabetes increases the risk of irregular heart rhythms, strokes and peripheral artery disease.

Protect Your Heart from Diabetes

« **Manage Blood Sugar:** Diet, exercise and medication can keep levels in check.

« **Control Blood Pressure & Cholesterol:** Work with your doctor to manage these.

« **Heart-Healthy Lifestyle:** Eat well, exercise, avoid smoking and limit alcohol.

« **Regular Checkups:** Monitor your heart health with your doctor.

The Brain's Vulnerability

« **High Blood Sugar:** Damages brain cells and impairs cognitive function.

« **Cognitive Decline:** Doubles the risk of developing dementia and Alzheimer's disease.

« **Mood & Mental Health:** Increases risk of depression and anxiety; cause mood swings and difficulty concentrating.

Early Warning Signs

« **Brain Fog:** Mental cloudiness, forgetfulness and difficulty concentrating.

« **Mood Swings & Irritability:** Sudden changes in mood or easily frustrated.

« **Slowed Thinking & Processing:** Difficulty solving problems or remembering information.

Prioritise Brain Health

« **Blood Sugar Management:** Keep levels in a healthy range through diet, exercise and medication.

« **Early Detection:** Get regular checkups and cognitive assessments.

« **Healthy Lifestyle:** Eat well, stay active and manage stress.

Diabetes' Silent Toll: The Hidden Threat to Your Organs

It's no secret that diabetes is a global health crisis and India is particularly hard-hit. While headlines often focus on the alarming rise in cases, it's equally crucial to understand the insidious ways this disease can silently damage your organs over time. This isn't meant to scare you, but rather to empower you with knowledge and encourage proactive care.

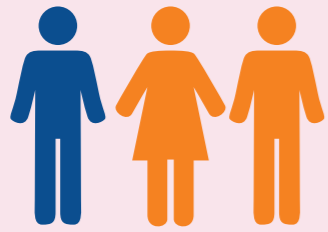
Diabetes and Your Brain: A Vital Connection^[55]

Diabetes isn't just about blood sugar; it can also affect your brain health in surprising ways. While often overlooked, the link between diabetes and cognitive function is crucial to understand, as it affects memory, mood and overall well-being.



Diabetes and Your Kidneys: **The Hidden Threat**^[56]

Diabetes is a chronic condition that can silently damage your kidneys over time if not managed properly. Here's what you need to know:



1 in 3

Approximately 1 in 3 adults with diabetes (and 1 in 5 adults with high blood pressure) may have chronic kidney disease

How It Happens^[57]

- « **Tiny Filters:** Millions of tiny blood vessels in your kidneys filter waste from your blood.
- « **High Blood Sugar:** Damages these filters, leading to protein leaks and high blood pressure.
- « **Worsening Cycle:** High blood pressure further strains your kidneys.

The Risk of **Kidney Disease**^[58]

- « **Diabetic Nephropathy:** This is the medical term for kidney damage caused by diabetes. It's a leading cause of kidney failure.
- « **Silent Symptoms:** Early stages often have no noticeable symptoms, emphasising the importance of regular screening.

- « **Serious Consequences:** Kidney failure can be life-threatening, requiring dialysis or a transplant.

Taking Care of **Your Kidneys**^[59]

- « **Blood Sugar Control:** Keeping your blood sugar within a healthy range through diet, exercise and medication is crucial for preventing or slowing kidney damage.
- « **Blood Pressure Management:** Managing high blood pressure through lifestyle changes and medications, if necessary, is equally important.
- « **Regular Checkups:** Annual kidney function tests (blood and urine tests) can detect early signs of damage, allowing for timely intervention.

Diabetes and Your Eyes: **See the Risks**^[60]

Diabetes can cast a shadow over your vision, but understanding the connection and taking proactive steps can safeguard your precious eyesight.

Don't Let **Diabetes Dim Your Vision**^[61]

- « **Know Your Risk:** Everyone with diabetes is at risk for eye problems, but the risk increases with age and duration of diabetes.
- « **Regular Eye Exams:** Get a comprehensive dilated eye exam at least once a year, even if you have no symptoms. Early detection and treatment are key to preventing vision loss.
- « **Manage Your Blood Sugar:** Keep your blood sugar levels within a healthy range

as advised by your doctor. This is the single most important thing you can do to protect your eyes.

- « **Control Blood Pressure and Cholesterol:** High blood pressure and cholesterol can worsen diabetic eye disease, so managing these factors is crucial.

- « **Healthy Lifestyle:** Maintain a healthy weight, eat a balanced diet and be physically active. These habits benefit your overall health and your eyesight.

Diabetes and **Your Nerves**^[62]

While often associated with blood sugar spikes and organ damage, diabetes also poses a hidden threat to your nervous system. This complication, known as diabetic neuropathy, can lead to a range of symptoms and significantly impact your quality of life.

How Diabetes^[63] Damages Nerves

- « **Excess Glucose:** High blood sugar levels over time can injure the delicate nerve fibers throughout your body.
- « **Impaired Blood Flow:** Diabetes can also damage the small blood vessels that supply nutrients and oxygen to nerves.

Managing & Preventing **Nerve Damage**^[64]

- « **Blood Sugar Control:** Keeping your blood sugar levels within a healthy range is crucial for preventing or slowing nerve damage.
- « **Healthy Lifestyle:** Eating a balanced diet, exercising regularly and maintaining a healthy weight can help protect your nerves.

- « **Pain Management:** If you experience pain, your doctor can recommend medications or therapies to help manage it.

- « **Foot Care:** Regular foot exams and proper care are essential to prevent foot ulcers and infections, a common complication of neuropathy.

Taking Charge of **Your Health**^[65]

The potential for organ damage can be scary, but it's not inevitable. Taking proactive steps to manage your diabetes is your best defense. This includes:

- « Working closely with your healthcare team to create a personalised plan.
- « Monitoring your blood sugar levels regularly.
- « Making healthy choices about diet & exercise.
- « Maintaining a healthy weight.
- « Attending regular checkups & screenings for early detection of any complications.

By taking control of your health, you're not just managing a disease – you're safeguarding your future and protecting the vital organs that keep you thriving. Remember, you're not alone in this journey. There are resources available to help you. By making informed choices, you can live a long and healthy life with diabetes.



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