NOVO NORDISK A S
Form 6-K
September 30, 2011

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 6-K

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REPORT OF FOREIGN PRIVATE ISSUER
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

September 30, 2011

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NOVO NORDISK A/S
(Exact name of Registrant as specified in its charter)

Novo Allé
DK- 2880, Bagsvaerd
Denmark
(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F

Form 20-F [X] Form 40-F [ ]

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes [ ] No [X]

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g-32(b):82-_____

Company Announcement

29 September 2011

Novo Nordisk files for regulatory approval of the ultra-long-acting insulins Degludec and DegludecPlus in the US

Novo Nordisk today announced the submission to the US Food and Drug Administration of two new drug applications for the approval of ultra-long- acting insulin Degludec and the insulin combination analogue DegludecPlus, respectively. This new generation of insulins has been developed for the treatment of people with type 1 and type 2 diabetes.

“We are very excited about being able to file for the approval of Degludec and DegludecPlus now also in the US,” said Mads Krogsgaard Thomsen, executive vice president and chief science officer of Novo Nordisk. “This is another significant milestone for Novo Nordisk and for the millions of people with diabetes who require insulin.”

As for the European applications submitted on 26 September 2011, the US filings are based on results from the BEGIN™ and BOOST™ clinical trial programmes which involved nearly 10,000 type 1 and type 2 diabetes patients. Data from the trials have shown Degludec to effectively lower blood glucose levels, while consistently demonstrating a significantly lower rate of hypoglycaemia relative to insulin glargine, especially during the night. The trials also showed that Degludec can be administered once daily at any time of the day with the possibility to change injection time from day to day according to the needs of the individual patient, without compromising glycaemic control or safety.

Novo Nordisk intends to make both insulins available in the FlexTouch ® prefilled delivery device, the first insulin pen that can deliver up to 160 insulin units in a single injection. The FlexTouch ® device was first approved in Europe earlier this year and the technology has been used in the US with other

Novo Nordisk products since 2010.

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About Degludec and DegludecPlus

Degludec (insulin degludec) is an ultra-long-acting basal insulin analogue discovered and developed by Novo Nordisk. It forms multi-hexamers upon subcutaneous injection, resulting in a soluble depot from which Degludec is slowly and continuously absorbed into the circulation, contributing to effective lowering of fasting glucose and minimal blood glucose variations.

DegludecPlus (insulin degludec/insulin aspart) contains the ultra-long- acting basal insulin Degludec in a formulation with a bolus boost of insulin aspart. DegludecPlus is the first and only soluble insulin combination of ultra- long-acting insulin degludec and the most prescribed rapid acting insulin, NovoRapid ®, providing both fasting and post-prandial glucose control.

BEGIN™ and BOOST™ programmes

Novo Nordisk completed the phase 3a programmes, BEGIN™ and BOOST™ in

2010. The results from these studies comprise the majority of the data supporting the regulatory applications for Degludec and DegludecPlus, respectively. BEGIN™ and BOOST™ were the largest clinical trial programmes in the history of Novo Nordisk and in the field of insulin therapy, with nearly 10,000 type 1 and type 2 diabetes patients. The programmes were designed after consultancy with the regulatory agencies in the USA and Europe.

Novo Nordisk is a global healthcare company with 88 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. Headquartered in Denmark, Novo Nordisk employs approximately 32,000 employees in 74 countries, and markets its products in 179 countries.

Novo Nordisk's Bshares are listed on NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit novonordisk.com.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

Date: September 30, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer