

press release

Novo Nordisk issues statement on illegal mass compounding and deceptive advertising by Hims & Hers

Bagsværd, Denmark and Plainsboro, NJ, 5 February 2026 – Novo Nordisk today issued the following statement regarding the announcement by Hims & Hers that they will unlawfully mass-market an unapproved, inauthentic, and untested knockoff semaglutide pill.

“The action by Hims & Hers is illegal mass compounding that poses a significant risk to patient safety. Novo Nordisk will take legal and regulatory action to protect patients, our intellectual property and the integrity of the US gold-standard drug approval framework. This is another example of Hims & Hers’ historic behaviour of duping the American public with knock-off GLP-1 products, and the FDA has previously warned them about their deceptive advertising of GLP-1 knock-offs.

The American Diabetes Association®’s Obesity Association™ recently published new standards of care, which discourage the use of compounded GLP-1s due to safety, quality, and effectiveness concerns.

Only Novo Nordisk manufactures an FDA-approved Wegovy® pill formulated with SNAC technology, which facilitates semaglutide absorption when administered orally. The Wegovy® pill is available in all doses, in full supply, nationwide in the US. Compounded semaglutide is not approved by the FDA and may contain impurities, unnecessary additives, and untested doses.”

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in 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 disease. Novo Nordisk employs about 68,800 people in 80 countries and markets its products in around 170 countries. For more information, visit novonordisk.com, [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#) and [YouTube](#).

Contacts for further information:

Novo Nordisk Media:

Ambre James-Brown

+45 3079 9289

globalmedia@novonordisk.com

Liz Skrbkova (US)

+1 609 917 0632

lzsk@novonordisk.com

Novo Nordisk Investors:

Michael Novod

+45 3075 6050

nvno@novonordisk.com

Jacob Martin Wiborg Rode

+45 3075 5956

jrde@novonordisk.com

Sina Meyer

+45 3079 6656

azey@novonordisk.com

Max Ung

+45 3077 6414

mxun@novonordisk.com

Christoffer Sho Togo Tullin

+45 3079 1471

cftu@novonordisk.com

Alex Bruce

+45 3444 2613

axeu@novonordisk.com

Frederik Taylor Pitter

+1 609 613 0568

fpitr@novonordisk.com