dose. This dynamic identifier can take the form of color, tactile, lettering, smell, taste, label or combination of any of those forms and is preferably located on a part of the device that "appears" each time a dose is set. This dynamic identification system can also be used with one or more a static identifiers, such as a label or colored band, to provide the user with a clear and simple visual and/or tactile form of identifying the particular medicament contained in the device. These and other advantages will become evident from the following more detailed description of the invention.

SUMMARY

According to a first aspect~~an exemplary arrangement~~, a dose setting mechanism for a drug delivery device is provided where the mechanism comprises a body and a dial sleeve. The dial sleeve is operably connected with the body and has an outer surface that contains an indicia to identify a medicament that is contained within the drug delivery device. The indicia is hidden from view when a zero dose is set and is at least partially exposed when a dose greater than zero is set.

In another embodiment a dose setting mechanism for a drug delivery device is provided where the mechanism comprises an outer body, an inner body having a helical groove along an external surface of the inner body, and a dial sleeve disposed between the outer body and the inner body. The dial sleeve contains an indicia of the medicament contained in the device. Because the dial sleeve is rotatably engaged with the helical groove of the inner body, when a dose is set the dial sleeve is rotated with respect to both the outer body and the inner body and the dial sleeve is translated away from the outer housing to dynamically reveal the indicia to the user of the device.

According to a second aspect, a drug delivery device is provided. The drug delivery device comprises the dose setting mechanism according to the first aspect and a cartridge from which a number of doses of a medicinal product may be dispensed, the cartridge being provided in a cartridge housing.

In one embodiment of the identification system, the outer surface of the dial sleeve can be pigmented with a color to allow a user of the injection device to visually identify and distinguish the device as containing a specific type of medicament. In another embodiment, the indicia can be letters that spell a particular trade name of the medicament. Likewise, the indicia can be raised letters or symbols such as geometric patterns or Braille characters.