

If you're considering
BOTOX® Cosmetic treatment...



Get the Real Story

The one, the only™

BOTOX®
Cosmetic
Botulinum Toxin Type A

By prescription only

Full prescribing information has been provided to your doctor.

What causes frown lines between the brows?

The lines that appear between your brows actually result from muscle movement and the passage of time.

Two muscles are largely responsible for frown lines between the brows. When those muscles contract, they draw the brows together. As skin becomes less elastic over time, repeated frowning can result in those moderate to severe lines between the brows.

Just what is BOTOX® Cosmetic? Is it FDA approved?

It is a purified protein administered in a simple nonsurgical procedure that temporarily improves the appearance of moderate to severe frown lines between the brows in people aged 18 to 65. During treatment, very low doses of BOTOX® Cosmetic are administered via a few tiny injections directly into the muscles that cause those stubborn lines between the brows.

BOTOX® has been used therapeutically for over 15 years to treat a variety of medical conditions. It is approved in more than 75 countries. BOTOX® for therapeutic use remains one of the most widely researched medicines in the world. The same product with dosing specific to glabellar lines was approved in 2002 as BOTOX® Cosmetic.



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Please refer to Important Safety Information on back cover.

What is the difference between BOTOX® Cosmetic and fillers?

Frown lines are caused by overactive facial muscles. Fillers mask the wrinkle by adding volume around the muscle with intradermal injections.



BOTOX® Cosmetic is intramuscular, blocking the chemicals that cause facial muscles to contract, thereby relaxing them. While there are many options available for fillers, BOTOX® Cosmetic is the only product of its type that affects the muscles that cause these wrinkles.

What are the common side effects?

The most common side effects following injection of BOTOX® Cosmetic include headache, respiratory infection, flu syndrome, temporary eyelid droop, and nausea.

Have patients been happy with their results?

According to a recent survey of 204 dermatologists and plastic surgeons, BOTOX® Cosmetic has the highest satisfaction rating of all physician-administered treatments in 2003 and 2004.* And for the past 3 years, BOTOX® Cosmetic was the most popular physician-administered cosmetic procedure in the United States (surgical and nonsurgical combined).†

The American Society for Aesthetic Plastic Surgery also estimates that almost 3 million people were treated with BOTOX® Cosmetic in 2004 alone.†

*2004 Dermatologist/Plastic Surgeon Awareness, Trial, and Usage Survey

† The American Society for Aesthetic Plastic Surgery

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How can I be sure I'm getting real BOTOX® Cosmetic?

Only licensed and trained healthcare professionals have the experience necessary to administer BOTOX® Cosmetic. Allergan, Inc., the maker of BOTOX® Cosmetic, is the only source for healthcare professionals to purchase the product, and each label has the "Allergan" hologram.



How soon will I see a difference? What kind of results can I expect?

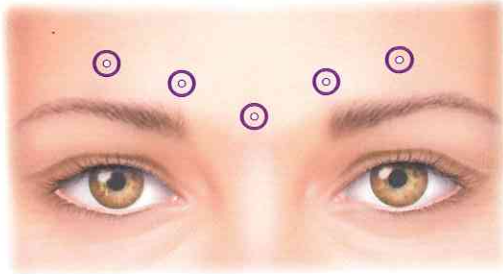
You can expect to see results within days after your treatment. The appearance of the area between your brows may continue to improve for up to a week.

By day 30 in a patient clinical study, 89% of patients judged the severity of their frown lines between their brows as moderate or better.

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What is the treatment like?

BOTOX® Cosmetic treatment is quick and minimally invasive. Your doctor makes a few tiny injections into the muscles that cause moderate to severe frown lines between your brows.



Your doctor will determine exactly where to administer the injections to achieve the best results. No anesthesia is required, although he or she may choose to numb the area with a cold pack or anesthetic cream prior to injecting. The entire procedure takes approximately 10 minutes. Discomfort is minimal and brief—most patients compare the sensation to a bug bite. You may resume normal activity immediately.

Quick

Simple

No downtime

Minimal and brief
discomfort

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BEFORE



AFTER



BEFORE



AFTER



Unretouched clinical photos taken while frowning before and 30 days after treatment with BOTOX® Cosmetic in clinical trials.

Individual results may vary

Visible results can last up to 4 months. After that, you may be ready to return for a follow-up treatment. Your own results may vary—be sure to talk to your doctor about what you can expect.

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Botox

How do I know if BOTOX® Cosmetic is right for me?

If you are between the ages of 18 and 65, you may be a candidate for BOTOX® Cosmetic.

You should not be treated with BOTOX® Cosmetic if you have an infection at the proposed injection site. Patients with certain neurological disorders such as ALS, myasthenia gravis, or Lambert-Eaton syndrome may be at increased risk of serious side effects.

According to a survey by the American Society for Aesthetic Plastic Surgery, it's one of the least-costly facial aesthetic procedures. And when you consider the difference it can make in the appearance of the moderate to severe frown lines between your brows, you may find BOTOX® Cosmetic to be a great way to invest in yourself.

How can I find out more about BOTOX® Cosmetic?

The most comprehensive source of information is available by visiting BotoxCosmetic.com. Here you can learn more about the procedure, see more before-and-after photographs, and hear stories about patients' experiences with this treatment. Then talk to your doctor to find out if BOTOX® Cosmetic is right for you.



Visit BotoxCosmetic.com for more information or call 1-800-BOTOXMD

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Important Safety Information: Patients with certain neurological disorders such as ALS, myasthenia gravis, or Lambert-Eaton syndrome may be at increased risk of serious side effects. Serious allergic reactions have been rarely reported. If you think you're having an allergic reaction or other unusual symptoms such as difficulty swallowing, speaking, or breathing, call your doctor immediately. The most common side effects following injection include headache, respiratory infection, flu syndrome, temporary eyelid droop, and nausea. Ask your physician if you have any unanswered questions.

BotoxCosmetic.com
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