

Dear Friends:

Like many of you reading this brochure, I had questions about BOTOX® Cosmetic (Botulinum Toxin Type A) and JUVÉDERM™ dermal fillers prior to getting treated with both products. I wanted to know if they were safe, how they worked and what kind of results I could expect. I did my research and found that there are years of scientific research behind these products. Then, I made an appointment to see an aesthetic-specialty physician who recommended the right treatments and products that could help me maintain the natural, refreshed look that I wanted.

I've been treated with BOTOX® Cosmetic for many years to relax my "11" – those two vertical lines between my brows that give me the appearance of looking tired and stressed. I have also been treated with JUVÉDERM™, which instantly fills in those "parentheses" along the side of my nose and mouth. **I love the results because I lost the lines and still look like me.** My mother Elaine was so impressed with my results that she joined me on my next visit to my physician. He recommended she receive JUVÉDERM™ and she couldn't be happier with the results. I think she looks great!

Both of us know that we achieved these positive results because we chose the right doctor, who chose the right treatments based on our individual needs. We also made sure that we had the treatments done in an appropriate medical setting – not in someone's home or in a nail salon.

To encourage women to get the facts about aesthetic injectable treatments, my mom and I are supporting the *Keep the Wisdom. Lose the Lines.*™ public health education campaign. The campaign includes a Web site – [www.KeepTheWisdom.com](http://www.KeepTheWisdom.com) – which provides a list of aesthetic-specialty physicians in your area, and events around the country where we will share our experiences and consumers can ask local physicians about aesthetic injectable treatments.

The campaign also features the results of a nationwide survey of women conducted by the National Women's Health Resource Center (NWHRC) to determine women's most frequently asked questions about aesthetic injectable treatments. The top 10 questions and answers are included in this booklet; perhaps you have had similar questions. Whatever questions you may have, a trained and qualified aesthetic-specialty physician will be able to provide the answers.

Remember, beauty is nothing without brains. If you're thinking about getting aesthetic injectable treatments, educate yourself and visit a trained aesthetic-specialty physician to ensure that you receive the best possible treatment.

Sincerely,

*Virginia Madsen*  
Actress & Mother

Please refer to important information on BOTOX® Cosmetic and JUVÉDERM™ on back page.

#### **Important BOTOX® Cosmetic Safety Information**

BOTOX® Cosmetic is indicated for the temporary improvement in the appearance of moderate to severe frown lines between the brows in people 18 to 65 years of age. BOTOX® Cosmetic is the only product of its type approved by the U.S. Food and Drug Administration for the treatment of moderate to severe frown lines between the brows. BOTOX® Cosmetic should only be administered by a trained and qualified health care provider.

Serious heart problems and serious allergic reactions have been reported rarely. If you think you are 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 are temporary eyelid droop and nausea. Localized pain, infection, inflammation, tenderness, swelling, redness and/or bleeding/bruising may be associated with the injection. Patients with certain neuromuscular disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects. For important information on BOTOX® Cosmetic, please refer to the prescribing information found on [www.botocosmetic.com](http://www.botocosmetic.com).

#### **JUVÉDERM™ Injectable Gel Important Treatment Considerations for Patients**

In the U.S., JUVÉDERM™ injectable gel is indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds), and is generally well tolerated. The most commonly reported side effects are temporary injection site redness, swelling, pain/tenderness, firmness, swelling, lumps/bumps, and bruising. Exposure of the treated area to excessive sun, and extreme cold weather should be minimized until any initial swelling and redness has resolved. If laser treatment, chemical peel or any other procedure based on active dermal response is considered after treatment with JUVÉDERM™ injectable gel, there is a possible risk of an inflammatory reaction at the treatment site.

Patients who are using substances that can prolong bleeding, such as aspirin or ibuprofen, as with any injection, may experience increased bruising or bleeding at injection site. You should inform your physician before treatment if you are using these types of substances. As with all skin injection procedures there is a risk of infection. JUVÉDERM™ injectable gel should be used with caution in patients on immunosuppressive therapy, or therapy used to decrease the body's immune response, as there may be an increased risk of infection. The safety of JUVÉDERM™ injectable gel in patients with a history of excessive scarring (e.g., hypertrophic scarring and keloid formations) and pigmentation disorders has not been studied.

JUVÉDERM™ injectable gel should not be used in patients who have severe allergies marked by a history of anaphylaxis or history or presence of multiple severe allergies. JUVÉDERM™ injectable gel should not be used in patients with a history of allergies to gram-positive bacterial proteins. The safety of JUVÉDERM™ injectable gel for use during pregnancy, in breast feeding females or in patients under 18 years has not been established. The safety and effectiveness of JUVÉDERM™ injectable gel for the treatment of areas other than facial wrinkles and folds (such as lips) have not been established in controlled clinical studies.

**BOTOX®**  
Cosmetic  
Botulinum Toxin Type A

**Juvéderm**  
INJECTABLE GEL

**ALLERGAN®**

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Why do I choose  
BOTOX® Cosmetic & JUVÉDERM™?  
(Botulinum Toxin Type A) Dermal Fillers

**Because Beauty is Nothing Without Brains.**



KEEP THE  
**WISDOM.**  
LOSE THE  
**LINES.™**

Virginia Madsen, Actress & Mother

## Women's Top 10 Questions About Aesthetic Injectable Treatments\*

### 1. Are aesthetic injectable products such as BOTOX® Cosmetic (Botulinum Toxin Type A) and JUVÉDERM™ dermal fillers safe?

BOTOX® Cosmetic and JUVÉDERM™ dermal fillers are approved by the U.S. Food and Drug Administration (FDA), meaning that clinical data on their safety and effectiveness were reviewed by the FDA prior to approval. BOTOX® is approved to treat 20 different conditions in more than 75 countries worldwide and has been approved in the U.S. for more than 17 years to treat a variety of medical conditions. The same formulation was approved in 2002 as BOTOX® Cosmetic for the temporary treatment of the vertical lines between the eyebrows, often referred to as the "11."

### 2. How much do aesthetic injectable treatments cost?

Cost varies across the country based on a number of factors, including the amount of product needed to achieve optimal results and the areas of the face that are treated.

As an example, BOTOX® Cosmetic typically ranges from \$300 to \$500 to treat the vertical lines between the eyebrows that often look like an "11." Since positive effects of BOTOX® Cosmetic treatment can last up to four months, the cost is about \$3-\$5 per day.

### 3. Will the results look natural?

Treatments such as BOTOX® Cosmetic and JUVÉDERM™ dermal fillers can enhance the way you look. Physicians often will use multiple products, depending on the patients' needs. BOTOX® Cosmetic is often used to relax the dominant frown muscles between the eyebrows, allowing the two vertical lines between the brows, often referred to as the "11," to temporarily diminish in appearance. JUVÉDERM™ dermal fillers work differently, by instantly filling in and smoothing out wrinkles and folds that look like the parentheses along the side of your nose and mouth, creating a smooth, natural look and feel.

In fact, the NWHRC survey\* found that for those women who used or would consider using aesthetic injectable treatments, more than half (52%) reported that the treatments were appealing to them to obtain a "natural and refreshed" look.

### 4. How long do aesthetic injectable treatments last?

Treatments such as BOTOX® Cosmetic and JUVÉDERM™ dermal fillers are temporary. BOTOX® Cosmetic effects can last up to four months, while JUVÉDERM™ dermal fillers deliver sustained results for up to twelve months.

### 5. Will my insurance cover the cost of aesthetic injectable treatments?

Insurance providers do not typically cover cosmetic procedures. However, it is important to note that treatment with BOTOX® (Botulinum Toxin Type A) for therapeutic purposes may be covered by some insurance carriers.

### 6. Are injectable treatments such as BOTOX® Cosmetic and JUVÉDERM™ painful?

Injections may cause some discomfort during and after injection. Talk with your physician about pain-reducing options, such as a numbing cream, which can be applied prior to your injection.

### 7. Is there scarring?

No reports of scarring were documented in clinical studies evaluating treatment with BOTOX® Cosmetic and JUVÉDERM™ dermal fillers. Additionally, studies with JUVÉDERM™ demonstrated no increased risk of hyperpigmentation in patients of color.

### 8. How long do aesthetic injectable procedures take?

Many procedures can be performed quickly and require minimal down-time. Following a facial analysis by your physician, as well as a discussion of your desired outcomes,

procedures such as BOTOX® Cosmetic and JUVÉDERM™ dermal fillers require only a brief in-office visit and take an average of 15 minutes to perform.

### 9. Do aesthetic injectable procedures cause bruising or other side effects?

Following treatment with BOTOX® Cosmetic, some patients have reported minimal bruising around the injection site area, while the most common side effects following injection are temporary eyelid droop and nausea.

In clinical trials for JUVÉDERM™ dermal fillers, most side effects were mild to moderate in nature, and lasted 7 days or less. The most common side effects include, but are not limited to, temporary injection site reactions such as redness, pain/tenderness, firmness, swelling, lumps/bumps, bruising, itching, and discoloration.

For information on other possible treatment-related side effects, speak with your doctor or visit [www.KeepTheWisdom.com](http://www.KeepTheWisdom.com) for full prescribing information.

### 10. Will my face still have expression?

When administered by an experienced physician, you can still smile, frown, and look surprised without those lines—also known as the "11"—between your brows. Aesthetic injectable treatments such as BOTOX® Cosmetic and JUVÉDERM™ dermal fillers are technique-sensitive procedures, so make sure to visit a well-trained aesthetic-specialty physician for your treatment and discuss the optimal results you would like to achieve.

\*Based on results of a Harris Interactive® study from April 10-12, 2007 of a nationwide sample of 1,291 U.S. adult females aged 25 years and older.

Please refer to important information on BOTOX® Cosmetic and JUVÉDERM™ dermal fillers on the reverse side.