



BOTOX[®]
—Cosmetic
onabotulinumtoxinA

Image taken at rest.
Individual results may vary.

**Please see Important Safety Information,
including Boxed Warning, inside.**

Indication

BOTOX® Cosmetic (onabotulinumtoxinA) is a prescription medicine that is injected into muscles and used to improve the look of moderate to severe frown lines between the eyebrows (glabellar lines) in people 18 to 65 years of age for a short period of time (temporary).

IMPORTANT SAFETY INFORMATION

BOTOX® Cosmetic may cause serious side effects that can be life threatening. Call your doctor or get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX® Cosmetic:

- **Problems swallowing, speaking, or breathing,** due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are pre-existing before injection. Swallowing problems may last for several months
- **Spread of toxin effects.** The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms including: loss of strength and all-over muscle weakness, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice (dysphonia), trouble saying words clearly (dysarthria), loss of bladder control, trouble breathing, trouble swallowing. **If this happens, do not drive a car, operate machinery, or do other dangerous activities**

The dose of BOTOX® Cosmetic is not the same as, or comparable to, another botulinum toxin product.

There has not been a confirmed serious case of spread of toxin effect when BOTOX® Cosmetic has been used at the recommended dose to treat frown lines.

Serious and/or immediate allergic reactions have been reported. They include: itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Tell your doctor or get medical help right away if you are wheezing or have asthma symptoms, or if you become dizzy or faint.

Do not take BOTOX® Cosmetic if you: are allergic to any of the ingredients in BOTOX® Cosmetic (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as *Myobloc*® (rimabotulinumtoxinB), *Dysport*® (abobotulinumtoxinA), or *Xeomin*® (incobotulinumtoxinA); have a skin infection at the planned injection site.

Please see additional Important Safety Information on pages 4 and 15.

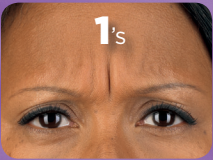
What is BOTOX® Cosmetic?

Millions of women already know BOTOX® Cosmetic—a nonsurgical treatment that helps temporarily improve moderate to severe frown lines between the brows.

Those moderate to severe vertical lines between the brows are sometimes referred to as **1's**, **11's**, or **111's**.

Which **1*** are you?

*AKA MODERATE TO SEVERE FROWN LINES BETWEEN THE BROWS.



Why do I get **1's**?

Years of squinting, concentrating, or frowning can cause your skin to furrow and crease. As time passes, your skin becomes less elastic and those moderate to severe frown lines remain—even when your muscles aren't contracting.

With BOTOX® Cosmetic, you can get real, noticeable results and still look like yourself. So, you can still frown or look surprised, but without the wrinkles and creases between your brows.

Find out more about your **1's**
at BotoxCosmetic.com.

Did YOU know?

Important facts about BOTOX® Cosmetic:

- **1st** FDA-approved botulinum toxin to temporarily improve moderate to severe frown lines between the brows in people aged 18 to 65¹
- **Our 10th year** of real, noticeable results that are **proven to last up to 4 months**¹
- **#1** prescribed product of its kind in the US²
- ≈ **11 million** procedures have been performed since 2002³
- Approved in ≈ **72 countries** for aesthetic use (called VISTABEL® outside the US)⁴
- BOTOX® Cosmetic has a record of experience that your healthcare professional **knows and trusts**
- **High satisfaction rate** (over 95% since May 2011) among people surveyed who were treated with BOTOX® Cosmetic⁵

“I think it’s important to take things like product history and results into consideration. I feel good about BOTOX® Cosmetic because I know there have been millions of procedures.”

IMPORTANT SAFETY INFORMATION (continued)

Tell your doctor about all your muscle or nerve conditions, such as amyotrophic lateral sclerosis (ALS or Lou Gehrig’s disease), myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including severe dysphagia (difficulty swallowing) and respiratory compromise (difficulty breathing) from typical doses of BOTOX® Cosmetic.

Please see additional Important Safety Information on page 15.

Discover more important facts
at BotoxCosmetic.com.



 **BOTOX**[®]
—Cosmetic
onabotulinumtoxinA

There's only one BOTOX[®] Cosmetic



*BOTOX[®]
—Cosmetic
onabotulinumtoxinA*

There's only one BOTOX[®] Cosmetic

“It’s a simple and quick procedure that I can actually do over the lunch hour.”

Why consider BOTOX® Cosmetic?

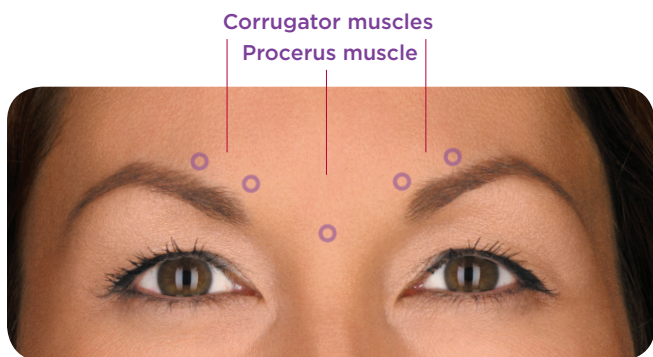
Botulinum toxins are *biologics*, a type of purified protein. Since biologics are made from living things, they are **unique**. So, even if a botulinum toxin product has the same ingredients as another, they may not have the same effect.⁶⁻⁸

Because biologics have a complex structure, it is difficult to recreate a product without knowing exactly how it’s made (which is specific to each manufacturer).⁸ That’s why the amount of the dose (Unit dosing) and formulations are different between products.¹ Be sure to ask your healthcare professional if BOTOX® Cosmetic is right for you.

No surgery. No recovery time.

BOTOX® Cosmetic treatment is a quick, 10-minute procedure that requires *no downtime* or *recovery*—it’s often called a *lunchtime procedure*.

With a few tiny injections, BOTOX® Cosmetic blocks nerve impulses to the muscles in your forehead—called the “corrugator” and “procerus” muscles—reducing their movement. This decreased muscle activity helps lessen the appearance of moderate to severe frown lines between the brows for **real, noticeable results**.



Your healthcare professional decides how to precisely inject BOTOX® Cosmetic for best results.

Learn more about this simple treatment process at BotoxCosmetic.com.

Is BOTOX® Cosmetic for me?

Only you know when you're ready to ask about BOTOX® Cosmetic.

Take some time to read through the questions below and do your own research. And then talk to your healthcare professional to determine whether BOTOX® Cosmetic is right for you.

Is BOTOX® Cosmetic right for me?

Only your healthcare professional can determine whether BOTOX® Cosmetic is right for you. However, you should not use BOTOX® Cosmetic if you are allergic to any of the ingredients in BOTOX® Cosmetic, had an allergic reaction to any other botulinum toxin product (*Myobloc*® [rimabotulinumtoxinB], *Dysport*® [abobotulinumtoxinA], or *Xeomin*® [incobotulinumtoxinA]), or have a skin infection at the planned injection site.

What do I need to know about BOTOX® Cosmetic?

BOTOX® Cosmetic may cause serious side effects that can be life threatening. Call your doctor or get medical help right away if you have problems swallowing, speaking, or breathing, or if you notice spread of toxin effects any time (hours to weeks) after injection of BOTOX® Cosmetic. If this happens, do not drive a car, operate machinery, or do other dangerous activities.

How fast will I see results?

BOTOX® Cosmetic **starts to work within 24 to 48 hours.** In clinical trials, a majority of people saw significant improvement at 7 days, with results continuing to improve for up to a month.¹



“I have sacrificed a lot over the years and that’s why it’s time to do something for myself and talk to my doctor about BOTOX® Cosmetic.”

How long will my results last?

Visible results have been proven to **last up to 4 months**.¹ Your results may vary.

What does my healthcare professional need to know before my BOTOX® Cosmetic treatment?

Tell your healthcare professional about:

- **All your muscle or nerve conditions** (eg, amyotrophic lateral sclerosis, myasthenia gravis, or Lambert-Eaton syndrome)
- **Any prescription or nonprescription medicines, vitamins, muscle relaxants, or herbal products** you take, or if you have recently received an antibiotic by injection
- **All your medical conditions** including previous or upcoming surgeries, weakness of forehead muscles, or any other facial abnormalities
- If you are currently **pregnant** or plan on becoming pregnant
- If you are currently **breast-feeding** or plan on breast-feeding
- If you have received any **other botulinum toxin product** in the past, particularly in the last 4 months

What are the possible side effects with BOTOX® Cosmetic treatment?

Serious and/or immediate allergic reactions have been reported. Possible side effects include itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Tell your doctor or get medical help right away if you are wheezing or have asthma symptoms, or if you become dizzy or faint.

Other side effects of BOTOX® Cosmetic may occur, including dry mouth, discomfort or pain at the injection site, tiredness, headache, neck pain, and eye problems, such as double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes.

Long-lasting results with BOTOX[®] Cosmetic

“How long does BOTOX[®] Cosmetic last? My doctor said that it varies from person to person. But, in my experience, it’s lasted about 4 months.”

Before (day 0)

After (at day 7)



Unretouched photos of paid models taken at maximum frown before treatment with BOTOX[®] Cosmetic and taken at maximum frown after treatment with BOTOX[®] Cosmetic at day 7 and months 3 and 4.

Individual results may vary.

In clinical trials at day 7, 74% (299/405) of people demonstrated *none* or *mild* glabellar line severity at maximum frown as compared to 6% (8/132) in placebo; at day 30, 80% (325/405) of people demonstrated the same as compared to 3% (4/132) in placebo; at day 90, 48%

See more before-and-after photos
at BotoxCosmetic.com.



***Physician-reported response of 25% (102/403) vs 2% (2/128) for placebo.¹**

After (at 3 months)

After (at 4 months)



(192/403) of people demonstrated the same as compared to 2% (3/128) in placebo; at day 120, 25% (102/403) of people demonstrated the same as compared to 2% (2/128) in placebo.¹

Side effects associated with the injection include localized pain, infection, inflammation, tenderness, swelling, redness, and/or bleeding/bruising.¹

Please see Important Safety Information on pages 2, 4, and 15.

Real, noticeable results with BOTOX[®] Cosmetic

“I’m satisfied with BOTOX[®] Cosmetic because of the results. I can express myself, and the people who are closest to me aren’t quite sure what I’ve had done.”

Before (day 0)

After (at day 7)



Unretouched photos of paid models taken at maximum frown before treatment with BOTOX[®] Cosmetic and taken at maximum frown after treatment with BOTOX[®] Cosmetic at day 7 and months 3 and 4.

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- Opt to donate points to *Dress For Success*® or the Make-A-Wish® Foundation
- Get a personalized monthly e-newsletter delivered to you with tips and special promotions
- Access helpful information tailored for you
- Receive offers and invitations to events in your area

Join our rewards program and start earning today: visit BotoxCosmetic.com



IMPORTANT SAFETY INFORMATION (continued)

Tell your doctor about all your medical conditions, including plans to have surgery; had surgery on your face; weakness of forehead muscles, such as trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX[®] Cosmetic can harm your unborn baby); are breast-feeding or plan to breast-feed (it is not known if BOTOX[®] Cosmetic passes into breast milk).

Human albumin and spread of viral diseases.

BOTOX[®] Cosmetic contains albumin, a protein component of human blood. The potential risk of spreading viral diseases [eg, Creutzfeldt-Jakob disease (CJD)] via human serum albumin is extremely rare. No cases of viral diseases or CJD have ever been reported in association with human serum albumin.

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX[®] Cosmetic with certain other medicines may cause serious side effects. **Do not start any new medicines until you have told your doctor that you have received BOTOX[®] Cosmetic in the past.**

Especially tell your doctor if you: have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin, such as *Myobloc*[®], *Dysport*[®], or *Xeomin*[®] in the past (be sure your doctor knows exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; or take a sleep medicine.

Other side effects of BOTOX[®] Cosmetic include: dry mouth, discomfort or pain at the injection site, tiredness, headache, neck pain, and eye problems: double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes.

For more information refer to the Medication Guide or talk with your doctor.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Full Product Information, including Boxed Warning and Medication Guide, has been provided to your doctor.

BOTOX[®] —Cosmetic onabotulinumtoxinA

There's only one BOTOX[®] Cosmetic

**Ask your healthcare professional if
BOTOX[®] Cosmetic is the One for your 1's!**

Visit **BotoxCosmetic.com** for more information.

Also from the Allergan family of brands:

 Juvéderm[®] XC

Latisse[®]
(bimatoprost ophthalmic solution) 0.03%

Natrelle[®]

VIVITÉ[®]

Please see Important Safety Information inside.

1. BOTOX[®] Cosmetic Prescribing Information, October 2011. **2.** Data on file, Allergan, Inc., August 2011; US Facial Injectables Market Share Report; Guidepoint Global Share Tracker. **3.** Data on file, Allergan, Inc.; Safety Analysis, March 25, 2009. Based on treatment sessions 2002-2008. **4.** Data on file, Allergan, Inc.; November 2010; BOTOX[®] Cosmetic Country Approvals. **5.** Facial Injectables Consumer User Survey; June 2011. **6.** US Food and Drug Administration. Frequently asked questions about therapeutic biological products. US Food and Drug Administration website. <http://www.fda.gov/Drugs/DevelopmentApprovalProcess/HowDrugsareDevelopedandApproved/ApprovalApplications/TherapeuticBiologicApplications/ucm113522.htm>. Updated December 24, 2009. Accessed September 8, 2011. **7.** Goldsmith D, Kuhlmann M, Covic A. Through the looking glass: the protein science of biosimilars. *Clin Exp Nephrol.* 2007;11(3):191-195. **8.** Roger SD, Mikhail A. Biosimilars: opportunity or cause for concern? *J Pharm Pharm Sci.* 2007;10(3):405-410.

 **ALLERGAN**

THE SCIENCE OF REJUVENATION[™]

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