



It's not magic,
it's **BOTOX**[®]
Cosmetic

It's not magic, it's

BOTOX[®]
—Cosmetic™—
Botulinum Toxin Type A

You've heard about BOTOX® Cosmetic.

You've read about BOTOX® Cosmetic.

Now get the whole story.

It seems like everybody is talking about Botox® Cosmetic, the highly effective, non-surgical procedure that can dramatically reduce your toughest wrinkle within 7 days. It's been reported in the news, in fashion, health and beauty magazines, and on TV. Or perhaps you've heard about it from your friends, and you want to know more. You want the whole story before you decide if Botox® Cosmetic is right for you.

What BOTOX® Cosmetic is.

A Botox® Cosmetic treatment is a simple, non-surgical procedure that smoothes the deep, persistent lines between your brows that developed over time. One ten-minute treatment—a few tiny injections—relaxes the muscles that cause those lines to form and keeps them relaxed up to four months. Botox® Cosmetic has been widely tested. Now it's approved by the FDA.

The results are dramatic and apparent within days. In clinical trials, nearly 90% of the men and women surveyed rated the improvement in their brow lines as moderate to better. For many, Botox® Cosmetic virtually "erases" these lines.

Unlike surgery, Botox® Cosmetic is fast, simple, and minimally invasive, with no downtime or recovery. Most people return directly to work or normal activity following treatment. Within days, they report looking more natural and relaxed. With Botox® Cosmetic, they'll know you've done something, they just won't know what.

What BOTOX® Cosmetic isn't.

Botox® Cosmetic is not magic.

It's medicine, the result of years of careful research and testing. Allergan's Botox® product is the only one of its type with over 10 years of success in treating patients with a variety of conditions. With dosing specific to treat frown lines, this same product is now available as Botox® Cosmetic.

Botox® Cosmetic will not radically change your appearance or make you look "like you've had work done." It will not make you look twenty years younger. Because it's highly localized and administered intramuscularly, its effects are usually confined to the region of injection, and Botox® Cosmetic does not remain in your body indefinitely.

Is BOTOX® Cosmetic right for you?

If doing all you can to look your best is important to you, Botox® Cosmetic may be for you.

If reducing those tough lines between your brows would make you feel more approachable, Botox® Cosmetic may be for you.

Thousands of appearance-conscious women and men have already discovered the benefits of Botox® Cosmetic. Not just models and movie stars, but ordinary people – teachers, mothers, and business people from all walks of life.

It's not magic, it's

BOTOX
—Cosmetic—
Botulinum Toxin Type A



Your toughest wrinkle — it took forty years to get it.
And ten minutes to do something about it.

Who should administer BOTOX® Cosmetic?

Any authorized health care professional can administer Botox® Cosmetic, but dermatologists, plastic surgeons, ophthalmologists, otolaryngologists, or other cosmetic physicians are generally more experienced. One of these physicians can help you decide if Botox® Cosmetic is right for you.

What to expect from BOTOX® Cosmetic.

Your doctor will determine exactly where to administer several tiny 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 ten minutes. Discomfort is minimal and brief – most patients compare the sensation to a bug bite. It is unlikely you will develop significant side effects, although some people develop slight temporary bruising at the injection site, which can easily be covered by makeup. You may resume normal activity immediately.

Within days, you'll see a marked improvement which may continue to improve for as long as a week and should last up to four months.

Botox® Cosmetic relaxes the overactive muscles whose repeated contractions cause the lines between your brows to form. So you can frown, smile, or look surprised — without the furrows, creases, and wrinkles.

The most common side effects are headache, respiratory infection, flu syndrome, temporary eyelid droop, and nausea. Botox® Cosmetic should not be used if there is an infection at the injection site.



before



after

Unretouched clinical photos taken while frowning before and 30 days after Botox® Cosmetic. In clinical trials, 89% of patients rated improvement in frown lines as moderate or better. Individual results may vary.

Your toughest wrinkle — it took forty years to get it.
And ten minutes to do something about it.

It's not magic, it's

BOTOX
—Cosmetic™
Botulinum Toxin Type A

Who is a good candidate for BOTOX® Cosmetic?

Any image-conscious man or woman who is concerned about the appearance of their frown line can consider treatment. Botox® Cosmetic can be used by people from age 18 to 65. Your doctor can help you decide if Botox® Cosmetic is right for you.

What exactly is BOTOX® Cosmetic?

Botox® Cosmetic is a natural, purified protein produced by the *Clostridium botulinum* bacterium. Very low doses of Botox® Cosmetic are administered via a few tiny injections directly into the overactive muscles that cause lines to form. Botox® Cosmetic works by blocking the transmission of nerve impulses to the injected muscles. The effects of Botox® Cosmetic are usually confined to the injected region; it does not travel throughout the body.

Are BOTOX® Cosmetic treatments painful?

Discomfort is minimal and brief. Your physician may choose to use a local anesthetic cream or ice to minimize this. Once the injection is complete, there is usually no discomfort.

Will my lines look worse if I choose not to continue treatments?

No. Your lines gradually revert to their pre-treatment appearance.



How long does BOTOX® Cosmetic last?

Botox® Cosmetic lasts up to four months.

Is BOTOX® Cosmetic expensive?

When considering your facial aesthetic options, Botox® Cosmetic is quite affordable. According to the American Society for Aesthetic Plastic Surgery's 2000 survey, Botox® Cosmetic is one of the least expensive facial aesthetic procedures, ranking seventh of the nine most widely used procedures in the United States. Like other appearance-related investments, such as hair coloring and cuts, teeth whitening, and chemical peels, the cost must be weighed relative to your expectations. Consult your doctor for more information.

Your toughest wrinkle — it took forty years to get it.
And ten minutes to do something about it.

It's not magic, it's

BOTOX
—Cosmetic™
Botulinum Toxin Type A



It's not magic, it's

BOTOX
—Cosmetic™
Botulinum Toxin Type A

www.BotoxCosmetic.net

Full prescribing information has been provided to your physician.

ALLERGAN

© 2002 Allergan, Inc., Irvine, CA 92612. BTXC 118

Botox® and the Botox Cosmetic logo are trademarks owned by Allergan, Inc.