



Does she?  
Doesn't she?™

**BOTOX**  
*Cosmetic*  
(onabotulinumtoxinA for injection)

 **Allergan**

## Discover what the one and only BOTOX COSMETIC® can do for you.

For 14 years, millions of people just like you have experienced the proven results of the one and only BOTOX COSMETIC®.<sup>1</sup> Learn more about the benefits and just ask for it by name—BOTOX COSMETIC®.

## BOTOX COSMETIC® reverses the first signs of aging.

A survey found that women are most bothered by signs of aging around the eye – including crow's feet (wrinkles around the outer eye).<sup>1</sup> BOTOX COSMETIC® is the one and only product that can soften frown lines (vertical lines between the eyebrows), crow's feet and the horizontal lines that run across the forehead.

### Treatment Areas

(Animated expressions to show improvement)



\*Actual treatment results may vary. In addition to BOTOX COSMETIC®, the woman in these photos received JUVÉDERM®.

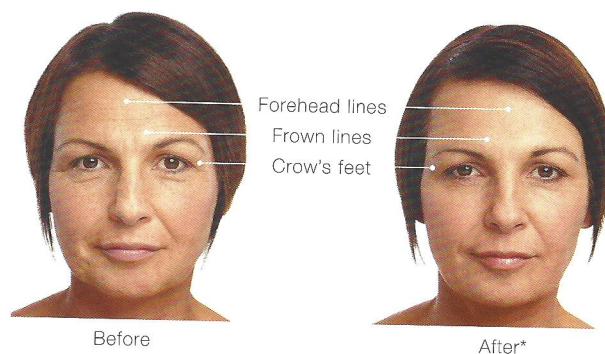
## How exactly does BOTOX COSMETIC® work.

BOTOX COSMETIC® is a purified protein injected into the muscles that cause wrinkles. It relaxes the muscles, giving your face a more refreshed appearance.<sup>2-4</sup>

## Express yourself naturally with BOTOX COSMETIC®.

BOTOX COSMETIC® enhances your unique look without sacrificing the natural expressions in your face. You'll start to see results within 24 hours of treatment.<sup>5</sup> And you can achieve a refreshed appearance that can last up to four months.<sup>6</sup>

### Treatable Areas



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## Frequently Asked Questions

Will my face still show emotions and expressions?  
BOTOX COSMETIC® is intended to enhance your look, not change it—you can still smile, frown and be expressive.<sup>2-4</sup>

When will I see results and how long will they last?  
You'll begin to see results as soon as 24 hours after your treatment, and the lines may continue to fade up to one week afterwards.<sup>5</sup> The effects can last up to four months.<sup>6</sup>

What is the treatment like?  
A BOTOX COSMETIC® treatment is quick and simple, with no downtime. After meeting with your physician to determine your desired outcome, the procedure itself takes only 10 to 15 minutes. A tiny amount of BOTOX COSMETIC® is injected with a fine needle into the muscle being treated—this process is virtually painless.<sup>2,7</sup>

What happens when the treatment stops working?  
The effects of BOTOX COSMETIC® will gradually disappear until the treated area regains movement. For the best results, continue treating the area every four months, or however often is suggested by your doctor.<sup>6</sup>

How long has BOTOX COSMETIC® been available in Canada?  
BOTOX COSMETIC® has been approved for use since 2001.

What are the side effects?

The side effects can be pain, tenderness and/or bruising at the site of injection, as well as generally feeling unwell, lasting up to six weeks after the treatment. There may also be weakness and rarely, changes in the way the heart beats, chest pain, skin rash and allergic reaction including shortness of breath, wheezing or difficulty breathing; or swelling of the face, lips or tongue or other parts of the body; rash, itching, or hives on the skin.

Seek immediate medical attention if swallowing, speech or respiratory problems arise. Tell your doctor if you experience any difficulties in swallowing food while on BOTOX COSMETIC®, as it could be related to the dosage. Refer to the BOTOX COSMETIC® Safety Information section of this brochure for additional information. This is not a complete list of side effects. For any unexpected effects while taking BOTOX COSMETIC®, contact your doctor.<sup>2</sup>

How much does a treatment cost?

The price depends on the amount of BOTOX COSMETIC® needed and the areas of the face being treated. Your clinic will determine the right amount of BOTOX COSMETIC® that you need to achieve a refreshed look and provide you with a cost estimate.

Are there creams that are better than BOTOX COSMETIC® ?

No scientific evidence supports that creams work better than BOTOX COSMETIC®. While creams work well on the surface of the skin, BOTOX COSMETIC® works below the surface to relax the muscles that are the root cause where lines and wrinkles form.<sup>2</sup>

## The SOFT LIFT® 1,2,3 approach

SOFT LIFT® is a customized treatment plan that combines the unique benefits of the JUVÉDERM® family of facial filler products and BOTOX COSMETIC® for a full facial rejuvenation effect. Your doctor will look at the three areas of your face (upper, mid and lower regions), and put together a SOFT LIFT® 1,2,3 beauty plan made just for you. The results address your specific areas of concern, giving you a balanced, natural-looking appearance with no downtime.<sup>9</sup>

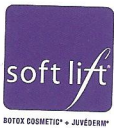
To learn more about BOTOX COSMETIC® and JUVÉDERM® safety and side effects, refer to the following page.



Before

After\*

\*Actual treatment results may vary. Speak to your doctor about the benefits and risks with the use of any product.



BOTOX COSMETIC® is used to treat upper facial lines, including forehead, crow's feet, and frown lines.

BOTOX COSMETIC® is onabotulinumtoxinA, a sterile, purified form of botulinum toxin type A. BOTOX COSMETIC® should only be given by a physician with the appropriate qualifications and experience.

You should not use BOTOX COSMETIC® if:

- You are allergic or sensitive to any of the ingredients
- You have an infection in the area where it would be injected
- You have myasthenia gravis, Eaton Lambert Syndrome, amyotrophic lateral sclerosis or another muscle disorder

Before you receive BOTOX COSMETIC® talk to your doctor or pharmacist if:

- You are scheduled to have surgery using a general anaesthetic
- You are taking or are likely to take antibiotics, especially aminoglycoside antibiotics as they may increase the effect of BOTOX COSMETIC®
- You are pregnant or become pregnant or are nursing while taking this drug

Tell your doctor if you are taking other medicines, including any you have bought at your pharmacy, supermarket or health food shop.

General side effects of BOTOX COSMETIC® injections include pain, tenderness and/or bruising at the site of injection, weakness, and malaise (generally feeling unwell). There have been rare reports (<0.1%) of changes in the way the heart beats, chest pain, myocardial infarction (some with fatal outcomes); skin rash; allergic reaction (symptoms: shortness of breath, wheezing or difficulty breathing; swelling of the face, lips, tongue or other parts of the body; rash, itching or hives on the skin); facial paralysis; seizures; or difficulty swallowing. Seek immediate care if swallowing, speech or respiratory problems arise.

This is not a complete list of side effects. For any unexpected effects while taking BOTOX COSMETIC®, contact your doctor or pharmacist.

JUVÉDERM® is a family of injectable implant products intended to smooth lines and wrinkles, enhance lips, and restore lost volume to the cheeks and jawline. The presence of lidocaine in selected JUVÉDERM® products is meant to reduce pain during treatment.

Your physician will ask about your medical history to determine if JUVÉDERM® products are appropriate for you. Tell your doctor if you have:

- Severe allergies with a history of anaphylaxis, multiple severe allergies, allergies to hyaluronic acid or other filler products, or allergies to lidocaine or other local anaesthetics
- A history of autoimmune disease, recurrent sore throats, rheumatic fever, epilepsy, or porphyria

The following are important treatment considerations for you to discuss with your doctor before treatment in order to help avoid unsatisfactory results and complications:

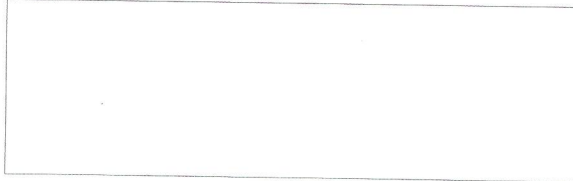
- You are currently taking medications, which prolong bleeding, such as aspirin, non-steroidal anti-inflammatory drugs, or anti-coagulants, as with any injection, you may experience prolonged bleeding. You should inform your doctor about any medications you are currently taking.
- You have recently had other skin surface treatments (such as laser treatment, skin peels, or dermabrasion) or have previously used fillers
- You have skin infections or inflammation such as acne or cold sores
- You scar frequently
- You are pregnant or breastfeeding, or you are under the age of 18 years (under the age of 21 years if treating the lips), as the safety of JUVÉDERM® products has not been established

Potential side effects associated with JUVÉDERM® products include temporary injection-site reactions such as redness, swelling, itching, pain, firmness, bumps, bruising, and discoloration. These reactions may occur immediately or may be delayed, and may last for up to a week. Injection in the lip may cause more swelling and bruising due to the unique physiology of this area. As with any injection, there is a risk of infection. This is not a complete list of side effects. If inflammatory reactions persist for more than one week, or if any other side effects develop, seek medical attention as soon as possible.

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**References:** 1. Data on file, Allergan Inc. 2. BOTOX COSMETIC® Product Monograph. October 21, 2014. 3. Carruthers J, *et al.* A Multicenter, Randomized, Placebo-Controlled Study to Evaluate the Efficacy and Safety of Repeated Treatments of Crow's Feet Lines and Glabellar Lines With Onabotulinumtoxin. Poster presented at: 11th Anti-Aging Medical World Congress; April 4-6, 2013; Monte Carlo, Monaco. 4. Carruthers A, and Carruthers J. A single-center, dose-comparison, pilot study of botulinum neurotoxin type A in female patients with upper facial rhytids: safety and efficacy. *J Am Acad Dermatol.* 2009 Jun;60(6):972-9. 5. Beer KR, *et al.* Rapid onset of response and patient-reported outcomes after onabotulinumtoxinA treatment of moderate-to-severe glabellar lines. *J Drugs Dermatol.* 2011 Jan;10(1):39-44. 6. Wu Y, *et al.* Botulinum toxin type A for the treatment of glabellar lines in Chinese: a double-blind, randomized, placebo-controlled study. *Dermatol Surg* 2010;36(1):102-8. 7. Carruthers J, and Carruthers A. Botulinum toxin in facial rejuvenation: an update. *Obstet Gynecol Clin North Am.* 2010 Dec;37(4):571-82. 8. Carruthers JD, *et al.* Advances in Facial Rejuvenation: Botulinum Toxin Type A, Hyaluronic Acid Dermal Fillers, and Combination Therapies-Consensus Recommendations. *Plast Reconstr Surg.* 2008 May;121:5S-25S. 9. Raspaldo H. Volumizing effect of a new hyaluronic acid sub-dermal facial filler: A retrospective analysis based on 102 cases. *J Cosmet Laser Ther.* 2008 Sep;10:134-42.

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