It's not magic, it's

Botox Cosmetic™
Botulinum Toxin Type A
Efficacy and Safety Provide the Bridge Between Information Seeking and Treatment

BOTOX® is an effective means of removing unwanted wrinkles and it gives your face a refreshed, vital look.

…but the thought of putting a toxin on my face scares me.
The Many Faces of Botox
Botox Misconceptions

POISON
in your
face
Freezes
your face

Weakens
Your
Muscles
Freezes
Muscles

Paralysis
A

TOXIN
DEADLY
BOTULULISM
Educate your customers with Patient Friendly Verbiage

**AVOID**
- Paralysis
- Poison
- Pain
- Botulism
- Toxin
- Weaken
- Freeze

**USE**
- Relax
- Protein
- Minimal Discomfort
- Natural
- Purified
- Minimally Invasive
- Smooth
BOTOX® COSMETIC Survey Results

- Is the number one performed cosmetic procedure today for both men and women.

- It is fast, easy, and extremely effective with no downtime and minimal discomfort.
History of Botox®

- **Clostridium botulinum** *(Purified Neurotoxin Complex)*
  - 1895 - C. botulinum first identified - 7 serotypes (A, B, C, D, E, F, G)
  - 1920 - Type “A” first isolated
  - 1950s - Type “A” shown to block release of Acetylcholine
  - 1973 - Therapeutic potential to relax extraocular muscles investigated by Dr. Alan Scott (San Francisco, CA)
  - 1978 - FDA approves type A (Oculinum) for human testing
  - 1989 - Allergan leads Oculinum through FDA testing and receives approval for Strabismus & Blepharospasm
  - 1991 - Allergan acquires rights to Oculinum - name changed to Botox®
  - 2000 - FDA approves Botox® for treatment of Cervical Dystonia
  - 2002 - FDA approves Botox Cosmetic® for Glabellar Lines
Aging of the Face
BOTOX® Cosmetic
Frequently Asked Questions
Are BOTOX® Cosmetic treatments painful?

Since BOTOX® Cosmetic is administered via a few tiny injections, discomfort is typically minimal and brief.
How long does BOTOX® Cosmetic last?

BOTOX® Cosmetic lasts up to four months. When it wears off, your lines will gradually revert to their pre-treatment appearance.
Is BOTOX® Cosmetic expensive?

• When considering facial aesthetic options, BOTOX® Cosmetic is quite affordable.

• According to the ASAPS’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.
BOTOX® Cosmetic Key Messages

• BOTOX® Cosmetic is a natural, purified protein that relaxes wrinkle-causing muscles creating a smoothed and improved appearance.

• BOTOX® Cosmetic is administered in a few tiny injections of purified protein that relaxes the muscle by blocking nerve impulses that trigger wrinkle-causing muscle contractions.
BOTOX® Cosmetic Key Messages

- BOTOX® Cosmetic is a simple and quick, minimally invasive treatment that delivers dramatic results.

- Allergan’s BOTOX® product is the only one of its type with over 10 years of successful clinical experience in therapeutic conditions. With dosing specific to treat frown lines, this same product will now be marketed as BOTOX® Cosmetic.
What is BOTOX Cosmetic®?

Botox Cosmetic is a simple, non-surgical procedure that smoothes the deep persistent lines between your brows that developed over time. Botox Cosmetic is a natural, purified protein which is injected in very low doses into the overactive muscles that cause lines to form. Botox Cosmetic works by blocking the transmission of nerve impulses to the injected muscles.
BOTOX® Cosmetic Overview

- BOTOX® Cosmetic is a purified, natural protein derived from the bacterium *Clostridium botulinum*.
- BOTOX® Cosmetic works by blocking acetylcholine impulses that trigger hyperactive muscle contractions.
- Allergan’s BOTOX® product is the only one of its type with over 10 years of successful clinical experience in therapeutic conditions. With dosing specific to treat glabellar lines, this same product is now marketed as BOTOX® Cosmetic.

Units of biological activity of Botulinum Toxin Type A cannot be compared to or converted into Units of any other botulinum toxin or any toxin assessed with any other specific assay method.
BOTOX® Cosmetic Overview (cont)

• BOTOX® is currently approved by the FDA for strabismus, blepharospasm and cervical dystonia in addition to the glabellar lines indication for BOTOX® Cosmetic.
• BOTOX® treatment is currently approved in 70 countries for treatment of a broad range of conditions.
• As the leader in neurotoxin therapy, Allergan, Inc. continues to study BOTOX® and BOTOX® Cosmetic for a broad range of medical indications including headache, hyperhidrosis, spasticity, cerebral palsy, back spasm and facial aesthetics.

For full prescribing information on BOTOX®, please visit www.botox.com
Can anyone be injected with Botox?

Who is not a candidate?
Exclusion Criteria

Medical
• “At risk” medical condition (myasthenia gravis, Lambert-Eaton syndrome, ALS)
• Concurrent use of agents interfering with neuromuscular function
• Pregnancy, breast feeding or planned pregnancy during study
• Allergy or sensitivity to BOTOX® Cosmetic
• Aminoglycocide antibiotics

Facial
• Marked facial asymmetry, ptosis, other anatomic defects
• Infection or skin problem at injection site
• History of facial nerve palsy
You're in a bad mood. What's the matter with you?

Nothing.

Is it something I said?

No.

Is it something I didn't say?

No.

Is it something I did?

No.

Is it something I didn't do?

No.

Is it some thing I said in casual reference to something I did, when the thing I did shouldn't have been done, or at least done differently with more concern for your feelings?

Maybe.

I knew it.
Frequently Asked Questions

Botox Cosmetic ®
How does Botox work?

It is like taking the phone off the hook so the message to move doesn’t get through.
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 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.
Is Botox Cosmetic® expensive?

• When considering facial aesthetic options, Botox Cosmetic is quite affordable. According to the ASAPS’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.
How long does Botox Cosmetic® last?

• Botox Cosmetic usually lasts about four months. When it wears off, your lines will gradually revert to their pre-treatment appearance.
Maximum effect at 30 days

Study Day

% Responders

BOTOX® Cosmetic
Placebo

*p<0.001 vs placebo

Maximum effect at 30 days

Study Day

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Maximum effect at 30 days

Study Day
Decrease in Glabellar Lines after Treatment with BOTOX® Cosmetic

Baseline

Day 30

Unretouched clinical trial photos taken while frowning before BOTOX® Cosmetic and after BOTOX® Cosmetic. Individual results may vary.
Are Botox Cosmetic® treatments painful?

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Botox Cosmetic®

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What is Allergan doing?

Website - Consumer Find a Physician Page
Cosmetic Surgery 2004

- Careful analysis
- Multifaceted approach
- Natural, nonsurgical look
Facial Shaping Requires a Custom Facial Template Based On Experience and Knowledge

- All faces are not symmetrical
- Muscle size Matters
- Dosage Matters
- Custom Blending
Key Muscles of the Upper Face
Botox Cosmetic is part art, part science.

Corrugator Supercilii

Procerus

Frontalis

Orbicularis Oculi
Frequent Injection Sites

- Glabella
- Forehead
- Crow’s Feet
The Art and Science of Botox Cosmetic

The “Art” of Botox - A Custom Injection Template.

• First Visit- Create a custom template based on your goals. Pre injection photos will be taken at full frown and relaxed.
• Post injection photos will be taken at day 30 if possible.
• Second Visit- Adjust the template if necessary by dosage or injection site.
• Third Visit- After this set of injections, you should be the best that you can be.

Suggestion:
• Choose a provider that has been trained in the muscles of the face and one that does other cosmetic procedures.
### BOTOX Cosmetic

**Injection Site Record**

**Patient Name:** ____________________________

**Chart # / Ident.:** ____________________________

<table>
<thead>
<tr>
<th>Date:</th>
<th>Injection Area</th>
<th>Glabella</th>
<th>Crows</th>
<th>Forehead</th>
<th>Lips</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Botox Lot #</td>
<td></td>
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<td>Expires:</td>
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<tr>
<td></td>
<td>Saline Lot #</td>
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**PHOTOS**

**PRE**

**POST**

**Total Units / Site**

**Patient comments Post Op. Phone call:**

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**PHOTOS**

**PRE**

**POST**

**Total Units / Site**

**Patient comments Post Op. Phone call:**
Upper Face
The Frontalis
The Frontalis (cont)

M. frontalis =
(M. epicranius, M. occipitofrontalis, venter frontalis)

M. orbicularis oculi, pars orbitalis

M. depressor supercilii

M. levator labii sup. alaeque nasi

M. zygomaticus minor

M. levator labii sup.

M. zygomaticus major

M. levator anguli oris

M. risorius

M. orbicularis oris

Platysma

M. depressor anguli oris

M. procerus

M. corrugator supercilii

Pars orbitalis, M. orbicularis oculi

M. levator labii superioris alaeque nasi

M. nasalis

M. zygomaticus minor

M. zygomaticus major

M. depressor anguli oris

M. depressor labii inf.

M. mentalis

Platysma

Glabella: The Glabellar Complex
Muscles of the Glabellar Complex

M. frontalis = (M. epicranius, M. occipitofrontalis, venter frontalis)
M. procerus
M. corrugator supercili
Pars orbitalis, M. orbicularis oculi
M. levator labii superioris alaeque nasi
M. nasalis
M. zygomaticus minor
M. zygomaticus major
M. levator anguli oris
M. risorius
M. orbicularis oris
Platysma
M. depressor anguli oris
M. depressor labii inf.
M. mentalis
Platysma

Glabellar Complex Muscles: Other Considerations

- There is significant individual variation in the strength and size of the glabellar complex muscles
- Men have a larger glabellar complex than women
- Glabellar complex muscles are used almost solely for facial expression
Orbicularis Oculi Revisited


© 2002 S.E. Cox, MD & C. Finn, MD
Lower Face and Neck
Nasalis


© 2002 T. Flynn, MD
Mentalis


© 2002 T. Flynn, MD
Depressor Anguli Oris


© 2002 Carruthers
Vascular Anatomy
Neuroanatomy
"After I got that first botox injection, I just couldn't stop."
Okay, now the touchy subject !!!!

Dilutions and units
Dilution and Units

FDA label says:

- 2.5 dilution ratio per vial
- 20 units minimal to the glabella
- Will see results up to 3-4 months
Botox Cosmetic®

- Botox Cosmetic is a natural, purified protein that relaxes wrinkle-causing muscles creating a smoothed and improved appearance.

- Botox Cosmetic is administered in a few tiny injections of purified protein that relaxes the muscle by blocking nerve impulses that trigger wrinkle-causing muscle contractions.
Why do Patients want BOTOX® COSMETIC?

• It’s fast and easy
• Extremely effective
• With minimal discomfort
• No down time
BOTOX® COSMETIC
Quick reference guide

What is BOTOX Cosmetic?
It's a simple, nonsurgical procedure that smooths the lines between your brows. The natural, purified protein relaxes the muscles that cause wrinkles.

What is a BOTOX Cosmetic procedure like?
It's a simple, 10-minute treatment that consists of a few tiny injections. The doctor decides exactly where to administer BOTOX Cosmetic for the best results.

Is the procedure painful?
Most patients compare the sensation to a bug bite. Overall, the discomfort is minimal and temporary.

Is the procedure safe?
BOTOX Cosmetic is a natural, purified protein that is administered at very low doses. The effects of BOTOX Cosmetic are usually confined to the injected region. It does not travel throughout the body.

WILL I need anesthesia?
No. But your doctor may choose to numb the injected area with a cold pack or anesthetic cream before the actual treatment.

Do I need to take time off from work to recuperate?
Most patients go right back to work or continue their activities immediately after the procedure.

When will I start to see results?
You should begin to see a significant improvement within a few days.

How long will the effects last?
The effects of BOTOX Cosmetic last up to 4 months.

WILL I experience any side effects?
It's unlikely that you'll develop any significant side effects, but you may notice slight bruising where BOTOX Cosmetic was injected. This is only temporary and can be covered by makeup. The most common side effects are headache, respiratory infection, the syndrome, temporary eyelid droop, and nausea. BOTOX Cosmetic should not be used if there is an infection at the injection site.

Will my facial expressions look unnatural?
Although the results are dramatic, it will not radically change your facial appearance. The muscles are simply relaxed, so you can still frown, smile, or look surprised without the wrinkles and creases.

Is BOTOX Cosmetic expensive?
Actually, it's quite affordable. In fact, BOTOX Cosmetic is one of the least expensive facial aesthetic procedures, ranking 7th in the 9 most widely used procedures in the country.

How can I find out more about BOTOX Cosmetic?
You can visit the Web site at www.BotoxCosmetic.net.
What is BOTOX® Cosmetic?

• Botox Cosmetic® is an FDA approved injectable medicine that has been safely and successfully used for over 10 years in the treatment of neck muscle spasms, strabismus (crossed eyes), blepharospasm (eye twitching) and vocal cord spasm.

• In April of 2002, the FDA approved Botox Cosmetic® as an injectable medicine to temporarily reduce wrinkle patterns in the forehead area (glabellum).
What is BOTOX® Cosmetic?

- BOTOX® Cosmetic is a simple, non-surgical procedure that smoothes the deep persistent lines between your brows that developed over time.

- BOTOX® Cosmetic is a natural, purified protein which is injected in very low doses into the overactive muscles that cause lines to form.

- BOTOX® Cosmetic works by blocking the transmission of nerve impulses to the injected muscles.
What is BOTOX® Cosmetic?

• Botox Cosmetic® effectively relaxes muscles under the skin that are responsible for creating wrinkles.

• This treatment is different than most other treatments used for the cosmetic improvement of facial wrinkles because it works on the wrinkle source.

• Reducing the muscle activity by relaxing the muscle reduces the tension on the overlying skin allowing the skin to relax and maintain a smooth appearance, as well as, preventing the progression of the wrinkling process.
What BOTOX® Cosmetic isn’t...

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