

Spotlight On Beauty

Lose Your 11

(NAPSA)—You exercise, eat right, take good care of your skin. Yet your friends say you look tired all the time, your spouse thinks you're in a bad mood and your co-workers say you look like you need a vacation.

Maybe it's your "11"!

The 11 is that set of lines between your brows that are formed by the dominant frown muscles of the face. According to Deborah Sherman, MD, a nationally recognized ophthalmic plastic surgeon from Nashville, TN, "For some, the 11 is only present when someone is frowning or concentrating, but for others, it's always present. The 11 may give others the impression that you are more stressed or tired than you realize."

Do you have the 11? Dr. Sherman recommends looking in a mirror and pulling your brows together. You might see a one, an 11 or even a 111! If you see lines in that area, they may be more prominent than you think they are.

The good news is that there is an effective way to lose the 11 that is easy, reasonably priced, with no downtime. Even with all of the creams and cosmetic



Photo Credit: Deborah Sherman, MD

Before and after treatment of the "11" with BOTOX® Cosmetic.

products on the market, according to Dr. Sherman, BOTOX® Cosmetic (botulinum toxin type A) is the only prescription product of its type approved by the FDA to temporarily treat the 11, medically known as glabellar lines.

"It's no longer a beauty contest out there," says Dr. Sherman. "People are not trying to look different or even necessarily younger—they just want to look good, less stressed and less tired. And importantly, BOTOX® Cosmetic doesn't change the way you look—it just puts your angry muscles between your brows in a temporary 'time out.'"

To find a trained physician that will help you lose your 11, visit www.LoseYour11.com.

"11 Steps to Losing Your 11":

1. Look in the mirror and pull your brows together to see whether you have frown lines (called "glabellar lines" or the "11").
2. Check www.LoseYour11.com to make an appointment with a qualified and experienced medical professional in your area.
3. During your first consultation, be candid and specific about your treatment goals.
4. Ask your physician if BOTOX® Cosmetic is right for you (or if another aesthetic treatment might be better).
5. Ask your physician about his or her qualifications for performing the procedure.
6. Discuss the procedure with your physician, including the risks, benefits, costs and recovery time.
7. Discuss your facial anatomy with your physician and be sure to have him or her take before-and-after photos.
8. Make sure you are receiving authentic BOTOX® Cosmetic—be sure the vial has the unique hologram that says "Allergan" (the only maker of the FDA-approved treatment) when held up to the light.
9. Ask your physician for any post-injection instructions.
10. Ask when you can expect to see the results of your treatment.
11. Mark your calendar and record results to help determine when you should make your next appointment.

Deborah Sherman, MD, Ophthalmic Plastic Surgeon 

Note to editors: FDA-Approved Indication for BOTOX® Cosmetic:

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. FDA for the treatment of frown lines between the brows. BOTOX® Cosmetic should only be administered by a trained and qualified physician.

Important Safety Information: BOTOX® Cosmetic treatments are contraindicated in the presence of infection at the proposed injection site(s) and in individuals with known hypersensitivity to any ingredient in the formulation. Serious and/or immediate hypersensitivity reactions have been rarely reported. Individuals with peripheral motor neuropathic diseases (e.g., amyotrophic lateral sclerosis, or motor neuropathy) or neuromuscular junctional disorders (e.g., myasthenia gravis or Lambert-Eaton syndrome) should only receive BOTOX® Cosmetic with caution. Patients with neuromuscular disorders may be at increased risk of clinically significant systemic effects including severe dysphagia and respiratory compromise from typical doses of BOTOX® Cosmetic. The most common side effects following injection with BOTOX® Cosmetic include headache, respiratory infection, flu syndrome, temporary eyelid droop and nausea.

For full prescribing information, please see attached or visit www.BOTOXCosmetic.com.