

National Women's Health Resource Center Reveals Women's Top 10 Questions About Aesthetic Injectable Treatments

(NAPSA)—Treatment with physician-administered aesthetic injectables is increasing at a rapid rate.

In fact, according to the American Society of Plastic Surgeons (ASPS), BOTOX® Cosmetic (Botulinum Toxin Type A) treatments have increased among women by 283 percent since 2002 when the medical product was approved by the U.S. Food and Drug Administration (FDA) for the temporary treatment of moderate to severe frown lines between the brows in people 18 to 65 years of age. In addition, hyaluronic acid dermal filler treatments have increased among women by 68 percent since 2004.

With this surge in interest and usage, consumers seeking aesthetic injectable treatments need to be smart and informed when it comes to making decisions about their beauty routine. Yet according to a recent Harris Interactive® survey conducted by the not-for-profit National Women's Health Resource Center (NWHRC), women have many unanswered questions about aesthetic injectable treatments.

To answer these questions, Allergan, Inc., the maker of BOTOX® Cosmetic (Botulinum Toxin Type A) and the JUVÉDERM™ dermal filler family of products, recently launched the *Keep the Wisdom. Lose the Lines.*™ health education campaign. A few of women's top questions are listed below and all 10 questions and answers are avail-



Photo courtesy of Tam Turse
Virginia Madsen is one of the few Hollywood actresses who openly admits to being treated with BOTOX® Cosmetic and JUVÉDERM™ dermal fillers.

able in a downloadable booklet on the campaign Web site www.KeepTheWisdom.com.

• **Are aesthetic injectable products such as BOTOX® Cosmetic and JUVÉDERM™ dermal fillers safe?**

BOTOX® Cosmetic and JUVÉDERM™ dermal fillers are approved by the U.S. FDA, meaning that clinical data on their safety and effectiveness were reviewed by the FDA prior to approval. BOTOX® is approved to treat 20 different conditions in more than 75 countries worldwide and has been approved in the U.S. for more than 17 years. The same formulation was approved in 2002 as BOTOX® Cosmetic for the temporary treatment of moderate to severe frown lines between the brows, which often look like the number “11,” in people 18 to 65 years of age.

• **How much do aesthetic injectable treatments cost?**

Cost varies across the country based on a number of factors. As an example, BOTOX® Cosmetic typically ranges from \$300 to \$500 to treat the vertical lines between the eyebrows. Since positive effects of BOTOX® Cosmetic treatment can last up to four months, the cost is about \$3 to \$5 per day.

• **Will my face still have expression?**

When administered by an experienced physician, you can still smile, frown and look surprised. Aesthetic injectable treatments are technique-sensitive procedures, so make sure to visit a well-trained aesthetic-specialty physician for your treatment and discuss the optimal results you would like to achieve.

Physicians often will use multiple products, depending on the patients' needs. BOTOX® Cosmetic is often used to relax the frown muscles between the eyebrows, allowing the “11” to temporarily diminish in appearance. JUVÉDERM™ dermal fillers work differently, by instantly filling in and smoothing out wrinkles and folds that look like parentheses along the side of your nose and mouth, creating a smooth, natural look and feel.

To find an aesthetic specialty physician trained in administering these treatments in your area, please visit www.KeepTheWisdom.com. The site also provides detailed information about BOTOX® Cosmetic and JUVÉDERM™ dermal fillers.

Important BOTOX® Cosmetic Information:

BOTOX® Cosmetic is approved for the temporary treatment 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. Food and Drug Administration for the treatment of moderate to severe frown lines between the brows. BOTOX® Cosmetic should only be administered by a trained and qualified health care provider.

Important BOTOX® Cosmetic Safety Information:

Serious heart problems and serious allergic reactions have been reported rarely. If you think you're having an allergic reaction or other unusual symptoms, such as difficulty swallowing, speaking or breathing, call your doctor immediately. The most common side effects following injection include temporary eyelid droop and nausea. Localized pain, infection, inflammation, tenderness, swelling, redness and/or bleeding/bruising may be associated with the injection. Patients with certain neuromuscular disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects. For full prescribing information, please visit www.BOTOXCosmetic.com.

Important JUVÉDERM™ Dermal Filler Safety Information:

In the US, JUVÉDERM™ injectable gel is indicated for injection into the mid to-deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds) and is generally well tolerated. The most commonly reported side effects are temporary injection-site redness, swelling, pain/tenderness, firmness, lumps/bumps, and bruising.

Exposure of the treated area to excessive sun and extreme cold weather should be minimized until any initial swelling and redness have resolved. If laser treatment, chemical peel, or any other procedure based on active dermal response is considered after treatment with JUVÉDERM™ injectable gel, there is a possible risk of an inflammatory reaction at the treatment site.

Patients who are using substances that can prolong bleeding, such as aspirin or ibuprofen, as with any injection, may experience increased bruising or bleeding at injection site. You should inform your physician before treatment if you are using these types of substances. As with all skin-injection procedures, there is a risk of infection. JUVÉDERM™ injectable gel should be used with caution in patients on immunosuppressive therapy, or therapy used to decrease the body's immune response, as there may be an increased risk of infection. The safety of JUVÉDERM™ injectable gel in patients with a history of excessive scarring (eg, hypertrophic scarring and keloid formations) and pigmentation disorders has not been studied.

JUVÉDERM™ injectable gel should not be used in patients who have severe allergies marked by a history of anaphylaxis or history or presence of multiple severe allergies. JUVÉDERM™ injectable gel should not be used in patients with a history of allergies to Gram-positive bacterial proteins. The safety of JUVÉDERM™ injectable gel for use during pregnancy, in breastfeeding females, or in patients under 18 years has not been established. The safety and effectiveness of JUVÉDERM™ injectable gel for the treatment of areas other than facial wrinkles and folds (such as lips) have not been established in controlled clinical studies. For full risk information, please visit www.JUVEDERM.com or call the Allergan Product Support line at 1-877-345-5372.