

 **BOTOX**<sup>®</sup>  
—Cosmetic  
*onabotulinumtoxinA* injection



*Cynthia was treated for her frown lines and crow's feet. Results may vary. Please see Important Safety Information, including Boxed Warning, inside.*

# Your lines don't define you

## Get the subtle results you've been looking for

You can get the natural results you're looking for, and you can get treated in both frown lines and crow's feet areas at the same time—that's the beauty of BOTOX® Cosmetic (onabotulinumtoxinA).

BOTOX® Cosmetic is the **only** FDA-approved treatment to temporarily improve **both** moderate to severe frown lines between the brows and crow's feet in adults.

Talk to your doctor about what BOTOX® Cosmetic can do for you.

#1 selling product of its kind in the US\* and in the world†

### Approved Uses

BOTOX® Cosmetic (onabotulinumtoxinA) is a prescription medicine that is injected into muscles and used to temporarily improve the look of both moderate to severe crow's feet lines and frown lines between the eyebrows in adults.

### IMPORTANT SAFETY INFORMATION

**BOTOX® Cosmetic may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX® Cosmetic:**

- **Problems swallowing, speaking, or breathing**, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are pre-existing before injection. Swallowing problems may last for several months
- **Spread of toxin effects.** The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms including: loss of strength and all-over muscle weakness, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing

**BOTOX® Cosmetic dosing units are not the same as, or comparable to, any other botulinum toxin product.**

There has not been a confirmed serious case of spread of toxin effect when BOTOX® Cosmetic has been used at the recommended dose to treat frown lines, crow's feet lines, or both at the same time.

BOTOX® Cosmetic may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX® Cosmetic. **If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

**Serious and/or immediate allergic reactions have been reported.** They include: itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Get medical help right away if you are wheezing or have asthma symptoms, or if you become dizzy or faint.

**Do not take BOTOX® Cosmetic if you:** are allergic to any of the ingredients in BOTOX® Cosmetic (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as *Myobloc*® (rimabotulinumtoxinB), *Dysport*® (abobotulinumtoxinA), or *Xeomin*® (incobotulinumtoxinA); have a skin infection at the planned injection site.

**Please see additional Important Safety Information on page 15.**

\*Data collected through February 2016.

†Data collected through May 2016.

# What can you expect from BOTOX® Cosmetic?

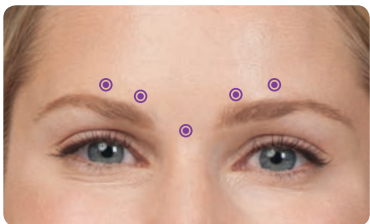
## How does it work?

BOTOX® Cosmetic (onabotulinumtoxinA) targets one of the underlying causes of frown lines and crow's feet—the repeated muscle contractions from frowning and squinting over the years. BOTOX® Cosmetic temporarily reduces this muscle activity so you'll begin to notice a visible smoothing of these lines.

For temporary improvement of **moderate to severe crow's feet**, your doctor will inject BOTOX® Cosmetic into the muscle surrounding the sides of your eyes—called the *orbicularis oculi* muscles.



For temporary improvement of **moderate to severe frown lines**, your doctor will inject BOTOX® Cosmetic into 2 muscles—the *corrugator* and *procerus* muscles.



## Real results that don't look “overdone”

BOTOX® Cosmetic (onabotulinumtoxinA) is a technique-sensitive treatment. You should not lose the ability to show expression when you are treated by someone who is licensed, trained, and a medical expert in facial anatomy. It is important to talk to your provider about the results you want from treatment.



Please see Important Safety Information on pages 3 and 16.



## Have any more questions?

### Does the treatment hurt?

Some patients report that being injected with BOTOX® Cosmetic (onabotulinumtoxinA) feels like a pinch. Your provider may use ice to numb the treatment area. If you are concerned about discomfort, your provider may apply a topical numbing cream before administering your treatment.

### How long does treatment take?

The treatment takes approximately 10 minutes and requires minimal downtime or recovery—it's often called a "lunchtime procedure."

### What were common side effects seen in clinical studies?

Three percent of patients experienced eyelid drooping in the frown lines studies and 1% of patients experienced eyelid swelling in the crow's feet studies. Other possible side effects include: discomfort or pain at the injection site; headache; and eye problems: double vision, blurred vision, drooping eyelids, and swelling of your eyelids. These are not all of the possible serious side effects of BOTOX® Cosmetic. Please talk to your provider and see **Important Safety Information on pages 2 and 14.**

**If you have other questions, talk to your doctor or visit [BotoxCosmetic.com](http://BotoxCosmetic.com).**

*“ With BOTOX® Cosmetic, I can get noticeable results and still look like myself. ”*

*Shardea was treated in her frown lines and crow's feet areas. Results may vary.*

# Real Patients. Real Results.

*“I want people to notice me—not my frown lines and crow’s feet! That’s why I asked my doctor about BOTOX® Cosmetic.”*

## See Cynthia’s results

### Moderate to severe crow’s feet

Before



After (Day 7)



### Moderate to severe frown lines

Before



After (Day 7)



Actual patient. **Results may vary.**

Photos taken at maximum frown and/or full smile before and after treatment with BOTOX® Cosmetic (onabotulinumtoxinA) at day 7. In two clinical studies for **moderate to severe crow’s feet**, 26.1% and 20.3% of people had  $\geq$  2-grade improvement at day 30. In one of these studies, 67.9% of people had mild or no crow’s feet at day 30 after treatment. In clinical studies for **moderate to severe frown lines**, physicians assessed 80% of people had significant improvement at day 30.

Side effects associated with the injection include localized pain, infection, inflammation, tenderness, swelling, redness, and/or bleeding/bruising.

*Cynthia was treated in her frown lines and crow’s feet areas.*  
**Results may vary.**

Want to see how you could look after BOTOX® Cosmetic treatment?  
Download the Allergan iVisualizer app for iPad® on the App Store®!



# Discover real results

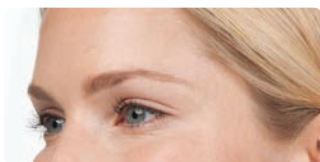
The only one approved to temporarily improve moderate to severe crow's feet and frown lines

## crow's feet

## frown lines

Sandra

Sandra



Before

After (Day 7)

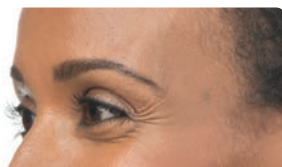


Before

After (Day 7)

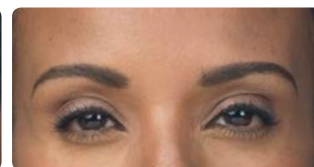
Ava

Ava



Before

After (Day 7)



Before

After (Day 7)

Sabrina

Sabrina



Before

After (Day 7)



Before

After (Day 7)

Actual patients. **Results may vary.**

Photos taken at maximum frown and/or full smile before and after treatment with BOTOX® Cosmetic at day 7. In two clinical studies for moderate to severe crow's feet, 26.1% and 20.3% of people had  $\geq 2$ -grade improvement at day 30. In one of these studies, 67.9% of people had mild or no crow's feet at day 30 after treatment. In clinical studies for moderate to severe frown lines, physicians assessed 80% of people had significant improvement at day 30.

Side effects associated with the injection include localized pain, infection, inflammation, tenderness, swelling, redness, and/or bleeding/bruising.

**Please see Important Safety Information on pages 3 and 16.**

## Proven to last up to four months for moderate to severe frown lines

Physician-reported response of 25%  
(102/403) vs 2% (2/128) for placebo

### Gracie - frown lines

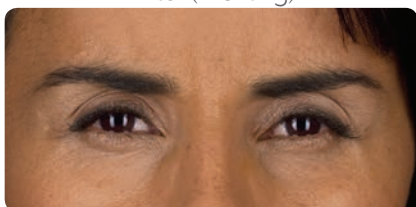
Before



After (Day 7)



After (Month 3)



After (Month 4)



### Julia - frown lines

Before



After (Day 7)



After (Month 3)



After (Month 4)



Actual patients. **Results may vary.**

Photos taken at maximum frown before and after treatment with BOTOX<sup>®</sup> Cosmetic (onabotulinumtoxinA) at day 7, month 3, and month 4. In clinical studies, physicians assessed 74% of people had significant improvement at day 7; 80% of people had significant improvement at day 30; 48% of people had significant improvement at month 3; and 25% of people had significant improvement at month 4.

Side effects associated with the injection include localized pain, infection, inflammation, tenderness, swelling, redness, and/or bleeding/bruising.

See more before-and-after photos at  
[BotoxCosmetic.com](http://BotoxCosmetic.com).

# Discover Brilliant Savings

## Join the *Brilliant Distinctions*<sup>®</sup> Rewards Program

- Earn points with every qualifying treatment that you can redeem for savings on future treatments
- Download the *Brilliant Distinctions*<sup>®</sup> app to keep track of earned points and savings

“*Brilliant Distinctions*<sup>®</sup> makes my treatments more affordable. Thank you, *Brilliant Distinctions*<sup>®</sup>!”



Join our rewards program and start earning today. Visit [BotoxCosmetic.com](http://BotoxCosmetic.com).

### IMPORTANT SAFETY INFORMATION (continued)

**Tell your doctor about all your muscle or nerve conditions,** such as ALS or Lou Gehrig's disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of BOTOX<sup>®</sup> Cosmetic (onabotulinumtoxinA).

**Tell your doctor about all your medical conditions, including:** plans to have surgery; had surgery on your face; weakness of forehead muscles: trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX<sup>®</sup> Cosmetic can harm your unborn baby); are breast-feeding or plan to (it is not known if BOTOX<sup>®</sup> Cosmetic passes into breast milk).

**Tell your doctor about all the medicines you take,** including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX<sup>®</sup> Cosmetic with certain other medicines may cause serious side effects.

**Do not start any new medicines until you have told your doctor that you have received BOTOX<sup>®</sup> Cosmetic in the past.**

Tell your doctor if you have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as *Myobloc*<sup>®</sup>, *Dysport*<sup>®</sup>, or *Xeomin*<sup>®</sup> in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

**Other side effects of BOTOX<sup>®</sup> Cosmetic include:** discomfort or pain at the injection site; headache; and eye problems: double vision, blurred vision, drooping eyelids, and swelling of your eyelids.

For more information refer to the Medication Guide or talk with your doctor.

To report a side effect, please call Allergan at 1-800-678-1605.

**Please see accompanying Summary of Information about BOTOX<sup>®</sup> Cosmetic.**



Your lines  
don't define you

Talk to your  
doctor today

 **BOTOX**<sup>®</sup>  
—Cosmetic  
*onabotulinumtoxinA* injection

*There's only one BOTOX<sup>®</sup> Cosmetic*



**Please see Important Safety Information inside.**

 **Allergan.**

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BotoxCosmetic.com 1-800-BOTOXMD Re-order: BCT70245\_v2 11/16