



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

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

**Please see Approved Uses and Important Safety Information,  
including Boxed Warning, inside.**

# IT'S YOUR STORY, TELL IT YOUR WAY

You've probably heard of BOTOX® Cosmetic, but did you know:

- It's the **first** and **only** FDA-approved treatment to temporarily smooth moderate to severe forehead lines, crow's feet lines, and frown lines in adults
- BOTOX® Cosmetic is a one-of-a-kind formulation—there's nothing exactly like it

So, if you're bothered by those deepening lines and have thought about treatment to temporarily reduce them, ask for BOTOX® Cosmetic by name.

**Because only BOTOX® Cosmetic gives you BOTOX® Cosmetic results.** Make it part of what you do—for you!

## Approved Uses

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

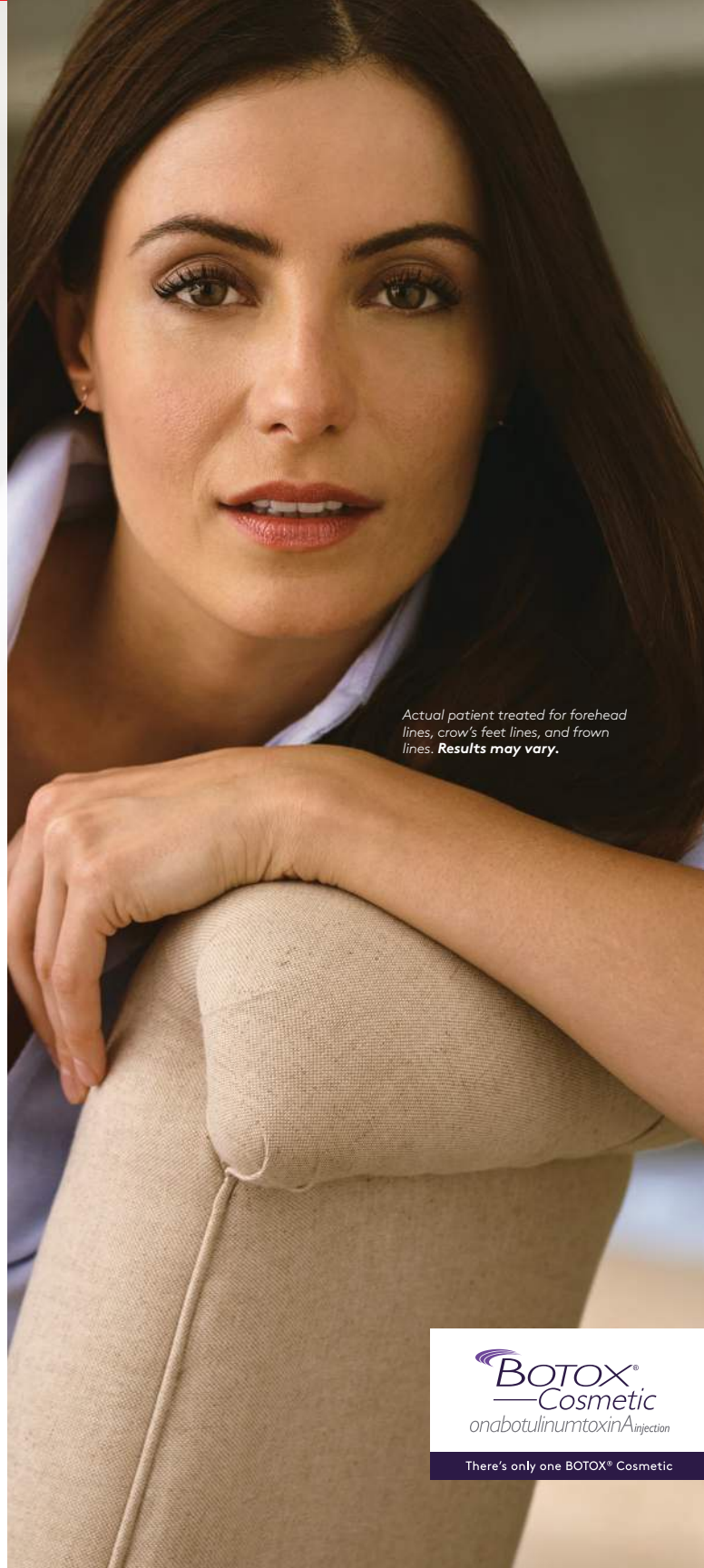
## IMPORTANT SAFETY INFORMATION

**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, and trouble swallowing.

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

**Please see additional Important Safety Information throughout this brochure.**



*Actual patient treated for forehead lines, crow's feet lines, and frown lines. Results may vary.*

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# SMOOTH YOUR LINES. KEEP THE EXPERIENCES THAT MADE THEM



Actual patients. Results may vary.

A full life brings its share of surprises, smiles, and frowns. All those experiences and facial expressions mean repeated muscle contractions, one of the factors that may lead to prominent lines.

If you're bothered by your lines, you're not the only one...

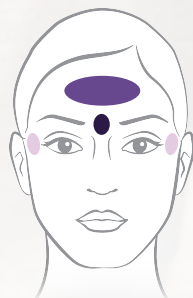
## Top areas of concern for both men and women

When asked in a survey which areas respondents would treat first, some of the top areas were\*:

  
CROW'S  
FEET LINES

  
FOREHEAD  
LINES

  
FROWN  
LINES



BOTOX® Cosmetic is the **first** and **only** product of its kind **FDA approved** for temporary improvement in moderate to severe lines **in all 3** of these areas in adults.

### IMPORTANT SAFETY INFORMATION (continued)

There has not been a confirmed serious case of spread of toxin effect when BOTOX® Cosmetic (onabotulinumtoxinA) has been used at the recommended dose to treat frown lines, crow's feet lines, and/or forehead lines.

**Please see additional Important Safety Information throughout this brochure.**

\*Results from 2 separate surveys: first, of aesthetically aware women aged 30 to 65 years (N = 603), and second, of injectable-naïve, aesthetically oriented men aged 30 to 65 years (N = 600) to determine most likely treatment areas and top areas of concern.

# THE DIFFERENCE IS REMARKABLE

## Subtle results

in moderate to severe **forehead lines**



Before

After (Day 7)

Actual patient. **Results may vary.**

Photos taken at maximum eyebrow elevation before and 7 days after treatment with BOTOX® Cosmetic. In 2 clinical studies of healthy adults, 61% and 46% had a  $\geq 2$ -grade improvement in their forehead lines at day 30.\*

## Noticeable results

in moderate to severe **crow's feet lines**



Before

After (Day 7)

Actual patient. **Results may vary.**

Photos taken at full smile before and 7 days after treatment with BOTOX® Cosmetic. In 2 clinical studies, 26.1% and 20.3% of adults had a  $\geq 2$ -grade improvement at day 30. In one of these studies, 67.9% had mild or no crow's feet lines at day 30 after treatment.\*

## Real results

in moderate to severe **frown lines**



Before

After (Day 7)

Actual patient. **Results may vary.**

Photos taken at maximum frown before and 7 days after treatment with BOTOX® Cosmetic. In clinical studies, physicians assessed 74% of adults had significant improvement at day 7; and 80% had significant improvement at day 30.\*

### IMPORTANT SAFETY INFORMATION (continued)

BOTOX® Cosmetic (onabotulinumtoxinA) 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.**

**Please see additional Important Safety Information throughout this brochure.**

## Long-lasting results—proven up to 4 months

in moderate to severe **frown lines**;  
physician-reported response of 25%  
(102/403) vs 2% (2/128) for placebo



Before

After (Day 7)



After (Month 3)

After (Month 4)

Actual patient. **Results may vary.**

Photos taken at maximum frown before and after treatment with BOTOX® Cosmetic 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.



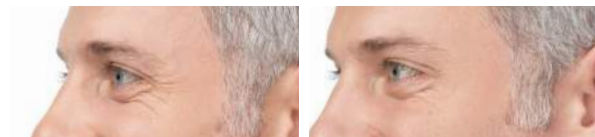
Actual patient treated for  
crow's feet lines and frown lines.  
**Results may vary.**

For an aesthetically desirable result  
and to reduce potential complications,  
**your specialist may treat areas  
together** (like the forehead and brow).

# DETAILS MAKE THE DIFFERENCE

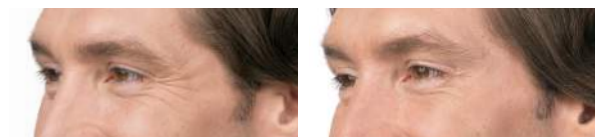
## Noticeable results

in moderate to severe **crow's feet lines**



Before

After (Day 7)



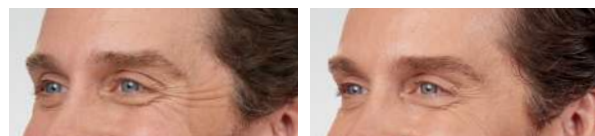
Before

After (Day 7)



Before

After (Day 7)



Before

After (Day 7)

Actual patients. Results may vary.

Photos taken at full smile before and 7 days after treatment with BOTOX® Cosmetic. In 2 clinical studies, 26.1% and 20.3% of adults had a  $\geq 2$ -grade improvement at day 30. In one of these studies, 67.9% had mild or no crow's feet lines at day 30 after treatment.\*

## IMPORTANT SAFETY INFORMATION (continued)

### 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 receive BOTOX® Cosmetic (onabotulinumtoxinA) 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 throughout this brochure.**

## Real results

in moderate to severe **frown lines**



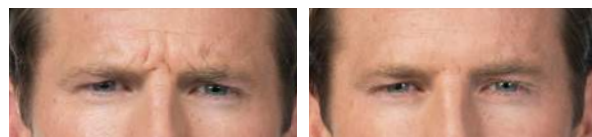
Before

After (Day 7)



Before

After (Day 7)



Before

After (Day 7)



Before

After (Day 7)

Actual patients. Results may vary.

Photos taken at maximum frown before and 7 days after treatment with BOTOX® Cosmetic. In clinical studies, physicians assessed 74% of adults had significant improvement at day 7; and 80% had significant improvement at day 30.\*

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

Men's botulinum toxin procedures (such as BOTOX® Cosmetic) increased 101% between 2010 and 2016.





Actual patient treated for forehead lines, crow's feet lines, and frown lines. Results may vary.

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When BOTOX<sup>®</sup> Cosmetic is administered correctly, **you'll still look like you** after treatment.

Your aesthetic specialist will perform a consultation to determine your optimal treatment plan.



### MINIMAL DOWNTIME

A quick, 10-minute treatment that's easy to fit into your busy schedule—get in, out, and on with your day.



### FEELS LIKE A PINCH

Your aesthetic specialist may use ice or a topical numbing cream to enhance comfort.



### REAL, NOTICEABLE RESULTS

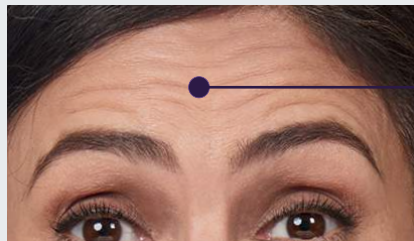
You may begin to see results within 24 to 48 hours after treatment with BOTOX<sup>®</sup> Cosmetic.

#### 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).

**Please see additional Important Safety Information throughout this brochure.**

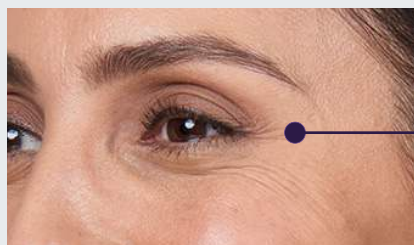
# TARGETS ONE OF THE UNDERLYING CAUSES



**FOREHEAD  
LINES**

Lines in different areas of your upper face largely share one of the same underlying causes: **repeated muscle contractions**.

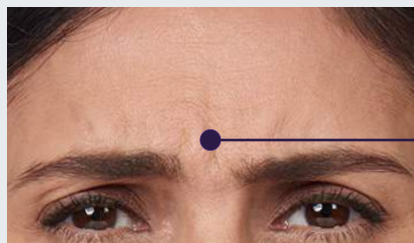
BOTOX® Cosmetic (onabotulinumtoxinA) temporarily reduces this muscle activity for **noticeable smoothing** of these lines.



**CROW'S  
FEET LINES**

For temporary improvement of **moderate to severe forehead lines**, BOTOX® Cosmetic is injected into the *frontalis* muscle above your eyebrows.

For temporary improvement of **moderate to severe crow's feet lines**, BOTOX® Cosmetic is injected into the *orbicularis oculi* muscle surrounding your eyes.



**FROWN  
LINES**

For temporary improvement of **moderate to severe frown lines**, BOTOX® Cosmetic is injected into the *corrugator* and *procerus* muscles in your brow area.

## IMPORTANT SAFETY INFORMATION (continued)

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

**Please see additional Important Safety Information throughout this brochure.**

BOTOX® Cosmetic is the **first** and **only** product of its kind approved for **moderate to severe forehead and crow's feet lines**, in addition to being approved for moderate to severe frown lines in adults.

# FREQUENTLY ASKED QUESTIONS

## Will I look overdone?

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 aesthetic specialist about the results you want from treatment.

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

In studies for forehead lines, 9% of patients experienced headache, 2% had brow drooping, and 2% had eyelid drooping. In the frown line studies, 3% of patients experienced eyelid drooping, and in the crow's feet studies, 1% of patients experienced eyelid swelling. Other possible side effects include: discomfort or pain at the injection site; headache; and eye problems: double vision, blurred vision, drooping eyelids, dry eyes, and swelling of your eyelids. These are not all of the possible serious side effects of BOTOX® Cosmetic. Please talk to your specialist and **see Important Safety Information throughout this brochure.**

## IMPORTANT SAFETY INFORMATION (continued)

**Tell your doctor about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Using BOTOX® Cosmetic (onabotulinumtoxinA) 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® Cosmetic in the past.**

**Please see additional Important Safety Information throughout this brochure.**



The brand **TRUSTED** by your aesthetic specialist.

*Actual patient treated for forehead lines, crow's feet lines, and frown lines.  
Results may vary.*

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# BE CONFIDENT YOU ARE RECEIVING THE REAL BOTOX® COSMETIC

## Guaranteed for quality

When a US healthcare provider purchases BOTOX® Cosmetic (onabotulinumtoxinA) through Allergan or a distributor authorized by Allergan, it is guaranteed for quality. BOTOX® Cosmetic is a biologic product and follows strict manufacturing, storage, and transportation procedures that prevent it from being compromised.

It's no surprise that BOTOX® Cosmetic is the **#1 selling product** of its kind in the world.\*

Take a look at the BOTOX® Cosmetic vial your aesthetic specialist will use for your treatment.

Look for:

BOTOX® Cosmetic logo

The hologram



## ASK FOR BOTOX® COSMETIC BY NAME.

\*Data collected through May 2016.

### IMPORTANT SAFETY INFORMATION (continued)

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*®, *Dysport*®, or *Xeomin*® 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.

**Please see additional Important Safety Information throughout this brochure.**

Get the **first-of-its-kind** product that defined an entirely new approach to facial aesthetics and continues to be a **trusted leader** today.

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## BRILLIANCE IS WITHIN REACH

**Joining is free. Earning is easy.**

*Brilliant Distinctions<sup>®</sup>* is a premier aesthetics rewards program that gives you access to savings on the ALLERGAN<sup>®</sup> Portfolio of Products.

**JOIN TODAY** at  
[BrilliantDistinctions.com](http://BrilliantDistinctions.com)



**EARN** points when you receive a treatment.



**REDEEM** your points for savings on future Allergan aesthetic treatments or products.



**SAVE** by taking advantage of exclusive offers on the ALLERGAN<sup>®</sup> Aesthetics Portfolio.

*Not an actual patient.*

**IMPORTANT SAFETY INFORMATION (continued)**

**Other side effects of BOTOX<sup>®</sup> Cosmetic (onabotulinumtoxinA) include:** dry mouth; discomfort or pain at the injection site; tiredness; headache; neck pain; and eye problems: double vision, blurred vision, decreased eyesight, drooping eyelids and eyebrows, swelling of your eyelids and dry eyes.

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.**

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*onabotulinumtoxinA* injection



**DON'T JUST THINK  
ABOUT IT—TELL YOUR  
STORY YOUR WAY**

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