BOTOX®
COSMETIC
onabotulinumtoxinA injection

THE BRAND YOU KNOW AND TRUST[1,*]

For moderate to severe forehead lines, lateral canthal lines, and glabellar lines—goes[2]

Beyond the Face

BOTOX® Cosmetic is **FDA approved for the temporary improvement in the appearance of moderate to severe platysma bands in adults.**[2]

TALK ABOUT PLATYSMA BANDS WITH PATIENTS

Questions to help you get started:

- What are some of your aesthetic goals?
- Did you know BOTOX® Cosmetic is now FDA approved for 4 areas?
- Are you familiar with vertical bands connecting the jaw and neck?
- Do you have questions about what to expect with treatment?

Real patient before treatment.

4 indications from the forehead to the neck

The one and only neurotoxin with the *most aesthetic FIRSTS*

The *FIRST* approved for 3 indications[2-7]

To temporarily improve the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines

Goes Beyond the Face with the *FIRST* and only FDA approval for platysma bands[2-7]

To temporarily improve the appearance of moderate to severe platysma bands in adults[8]

The *FIRST* and only with a customizable injection and dosing protocol[2-7]

FDA approved with customizable dosing dependent on platysma band severity (26U, 31U, or 36U, please see back page for full dosing protocol)[2]

Scan the QR Code for more information on patient education. Or visit:
botoxcosmetichcp.com

*Based on a 2023 online survey of 241 specialists. When asked how important specific attributes were when they are deciding which neurotoxin brand to carry, 87% of specialists rated "Is a brand I trust" as important. Additionally, 55% (n = 239) of specialists selected "Is a brand I trust" as an attribute associated with BOTOX® Cosmetic.[1]

BOTOX® Cosmetic (onabotulinumtoxinA) Important Information

Indications

BOTOX® Cosmetic (onabotulinumtoxinA) is indicated in adult patients for the temporary improvement in the appearance of:
- Moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity
- Moderate to severe lateral canthal lines associated with orbicularis oculi activity
- Moderate to severe forehead lines associated with frontalis activity
- Moderate to severe platysma bands associated with platysma muscle activity

IMPORTANT SAFETY INFORMATION, INCLUDING BOXED WARNING

WARNING: DISTANT SPREAD OF TOXIN EFFECT

Postmarketing reports indicate that the effects of BOTOX® Cosmetic and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These may include asthenia, generalized muscle weakness, diplopia, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence, and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity, but symptoms can also occur in adults treated for spasticity and other conditions, particularly in those patients who have an underlying condition that would predispose them to these symptoms. In unapproved uses and approved indications, cases of spread of effect have been reported at doses comparable to those used to treat cervical dystonia and spasticity and at lower doses.

CONTRAINDICATIONS

BOTOX® Cosmetic is contraindicated in the presence of infection at the proposed injection site(s) and in individuals with known hypersensitivity to any botulinum toxin preparation or to any of the components in the formulation.

WARNINGS AND PRECAUTIONS

Lack of Equivalency Between Botulinum Toxin Products

The potency Units of BOTOX® Cosmetic are specific to the preparation and assay method utilized. BOTOX® Cosmetic is not equivalent to other preparations of botulinum toxin products, and therefore, Units of biological activity of BOTOX® Cosmetic cannot be compared to nor converted into Units of any other botulinum toxin products assessed with any other specific assay method.

Spread of Toxin Effect

Please refer to Boxed Warning for Distant Spread of Toxin Effect.

No definitive serious adverse event reports of distant spread of toxin effect associated with dermatologic use of BOTOX® Cosmetic at the labeled dose of 20 Units (for glabellar lines), 24 Units (for lateral canthal lines), 40 Units (for forehead lines with glabellar lines), 44 Units (for simultaneous treatment of lateral canthal lines and glabellar lines), and 64 Units (for simultaneous treatment of lateral canthal lines, glabellar lines, and forehead lines) have been reported. Patients or caregivers should be advised to seek immediate medical care if swallowing, speech, or respiratory disorders occur.

Serious Adverse Reactions With Unapproved Use

Serious adverse reactions, including excessive weakness, dysphagia, and aspiration pneumonia, with some adverse reactions associated with fatal outcomes, have been reported in patients who received BOTOX® injections for unapproved uses. In these cases, the adverse reactions were not necessarily related to distant spread of toxin, but may have resulted from the administration of BOTOX® to the site of injection and/or adjacent structures. In several of the cases, patients had preexisting dysphagia or other significant disabilities. There is insufficient information to identify factors associated with an increased risk for adverse reactions associated with the unapproved uses of BOTOX®. The safety and effectiveness of BOTOX® for unapproved uses have not been established.

Please see additional Important Safety Information on back page.

BOTOX® COSMETIC
onabotulinumtoxinA injection

Common questions your patients may have:

What are platysma bands?

Repetitive movements and use can cause visible changes in the platysma muscle, including the appearance of prominent platysma bands, that can also impact the definition in the jawline.[8]

Was treatment with BOTOX® Cosmetic for platysma bands studied?

Yes, two pivotal, multicenter, randomized, double-blind, placebo-controlled studies evaluated BOTOX® Cosmetic (n = 408) and placebo (n = 426) for the temporary improvement in the appearance of moderate to severe platysma bands.[2]

Could I use another neurotoxin?

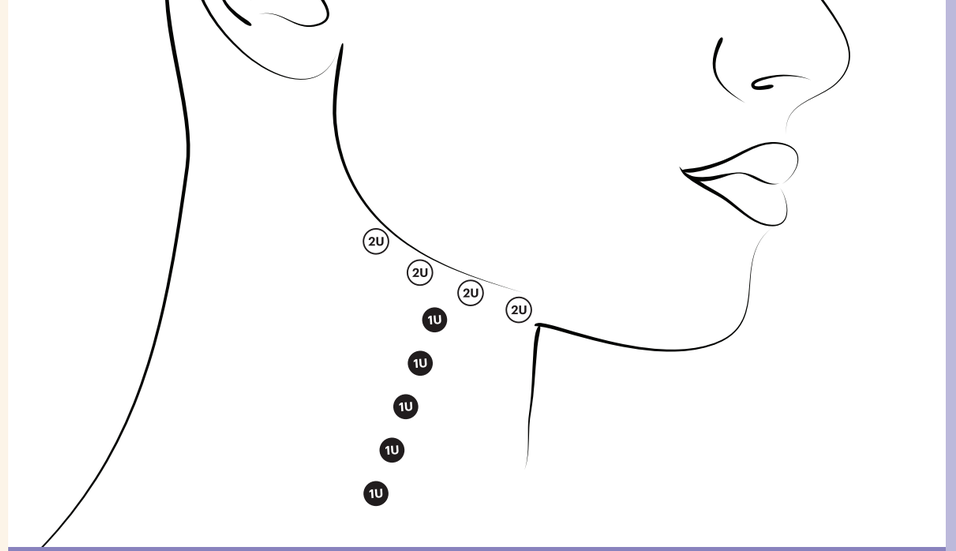
BOTOX® Cosmetic is the ONLY neurotoxin FDA approved to temporarily improve moderate to severe platysma bands.[2-7] Keep in mind, no two neurotoxins are the same.[2]

Unique manufacturing and formulations result in differences—therefore, units of BOTOX® Cosmetic cannot be compared or converted into units of other products.[2]

What is the approved dosing?

BOTOX® Cosmetic is the one and only FDA-approved neurotoxin to establish a proprietary dosing protocol in the neck and jawline for treatment of platysma bands.[2-7]

When it comes to treating patients, follow the 8/5 Rule.



Follow the 8/5 *Rule*

● 8 UNITS IN THE JAWLINE PER SIDE[2]
- 2 Units/0.05 mL into 4 sites on each side
- 16 Units in 8 sites total

+

● 5 UNITS PER PLATYSMA BAND[2]
- 1 Unit/0.025 mL into 5 sites per band on each side
- 10 to 20 Units in 10 to 20 sites total (1 to 2 bands per side)

=

TOTAL DOSING[2]
- 26 Units if 1 band is injected on each side
- 31 Units if 1 band is injected on one side and 2 bands are injected on the other side
- 36 Units if 2 bands are injected on each side

Collaborate with your patient

1. Upon check-in, help educate your patients about the platysma bands indication.
2. Encourage them to discuss aesthetic goals during a comprehensive assessment with their specialist, including platysma bands, to customize a treatment plan for their needs.
3. Before they go, remind them to join Allē for patient rewards and promotions—and make sure to book a follow-up appointment for their next assessment.

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Hypersensitivity Reactions
Serious and/or immediate hypersensitivity reactions have been reported. These reactions include anaphylaxis, serum sickness, urticaria, soft-tissue edema, and dyspnea. If such a reaction occurs, discontinue further injection of BOTOX® Cosmetic and immediately institute appropriate medical therapy. One fatal case of anaphylaxis has been reported in which lidocaine was used as the diluent and, consequently, the causal agent cannot be reliably determined.

Cardiovascular System
There have been reports following administration of BOTOX® of adverse events involving the cardiovascular system, including arrhythmia and myocardial infarction, some with fatal outcomes. Some of these patients had risk factors, including preexisting cardiovascular disease. Use caution when administering to patients with preexisting cardiovascular disease.

Increased Risk of Clinically Significant Effects With Preexisting Neuromuscular Disorders
Patients with neuromuscular disorders may be at increased risk of clinically significant effects, including generalized muscle weakness, diplopia, ptosis, dysphonia, dysarthria, severe dysphagia, and respiratory compromise from onabotulinumtoxinA (see *Warnings and Precautions*). Monitor individuals with peripheral motor neuropathic diseases, amyotrophic lateral sclerosis or neuromuscular junction disorders (eg, myasthenia gravis or Lambert-Eaton syndrome) when given botulinum toxin.

Dysphagia and Breathing Difficulties
Treatment with BOTOX® and other botulinum toxin products can result in swallowing or breathing difficulties. Patients with preexisting swallowing or breathing difficulties may be more susceptible to these complications. In most cases, this is a consequence of weakening of muscles in the area of injection that are involved in breathing or oropharyngeal muscles that control swallowing or breathing (see *Boxed Warning*).

Preexisting Conditions at the Injection Site
Use caution when BOTOX® Cosmetic treatment is used in the presence of inflammation at the proposed injection site(s) or when excessive weakness or atrophy is present in the target muscle(s).

Dry Eye in Patients Treated With BOTOX® Cosmetic
There have been reports of dry eye associated with BOTOX® Cosmetic injection in or near the orbicularis oculi muscle. If symptoms of dry eye (eg, eye irritation, photophobia, or visual changes) persist, consider referring patients to an ophthalmologist.

Human Albumin and Transmission of Viral Diseases
This product contains albumin, a derivative of human blood. Based on effective donor screening and product manufacturing processes, it carries a remote risk for transmission of viral diseases and variant Creutzfeldt-Jakob disease (vCJD). There is a theoretical risk for transmission of Creutzfeldt-Jakob disease (CJD), which would also be considered remote. No cases of transmission of viral diseases, CJD, or vCJD have ever been identified for licensed albumin or albumin contained in other licensed products.

ADVERSE REACTIONS
The most frequently reported adverse reactions following injection of BOTOX® Cosmetic for glabellar lines were eyelid ptosis (3%), facial pain (1%), facial paresis (1%), and muscular weakness (1%).

The most frequently reported adverse reaction following injection of BOTOX® Cosmetic for lateral canthal lines was eyelid edema (1%).

The most frequently reported adverse reactions following injection of BOTOX® Cosmetic for forehead lines with glabellar lines were headache (9%), brow ptosis (2%), and eyelid ptosis (2%).

The safety profile of BOTOX® Cosmetic treatment of platysma bands is consistent with the known safety profile of BOTOX® Cosmetic for other indications.

DRUG INTERACTIONS
Coadministration of BOTOX® Cosmetic and aminoglycosides or other agents interfering with neuromuscular transmission (eg, curare-like compounds) should only be performed with caution as the effect of the toxin may be potentiated. Use of anticholinergic drugs after administration of BOTOX® Cosmetic may potentiate systemic anticholinergic effects.

The effect of administering different botulinum neurotoxin products at the same time or within several months of each other is unknown. Excessive neuromuscular weakness may be exacerbated by administration of another botulinum toxin prior to the resolution of the effects of a previously administered botulinum toxin.

Excessive weakness may also be exaggerated by administration of a muscle relaxant before or after administration of BOTOX® Cosmetic.

USE IN SPECIFIC POPULATIONS
There are no studies or adequate data from postmarketing surveillance on the developmental risk associated with use of BOTOX® Cosmetic in pregnant women. There are no data on the presence of BOTOX® Cosmetic in human or animal milk, the effects on the breastfed child, or the effects on milk production.

For more information on BOTOX® Cosmetic, please see accompanying full Prescribing Information, including Boxed Warning and Medication Guide.

References: 1. Data on file, Allergan Aesthetics, December 2023; HCP NTX A&U. 2. BOTOX® Cosmetic Prescribing Information, October 2024. 3. Dysport Prescribing Information, September 2023. 4. Xeomin Prescribing Information, July 2024. 5. Jeuveau Prescribing Information, April 2023. 6. Daxxify Prescribing Information, November 2023. 7. Letybo Prescribing Information, February 2024. 8. Fedok FG. Another look at platysmaplasty in facelifting. *Facial Plast Surg*. 2020;36:395-403.

Allergan Aesthetics
an AbbVie company