

A man with dark hair and a light beard is sitting, wearing a dark blue suit jacket over a matching button-down shirt. He is looking directly at the camera with a slight smile. The background is a dark, textured wall.

BOTOX[®]
—Cosmetic
onabotulinumtoxinA injection

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

Please see Important Safety Information, including Boxed Warning, inside.

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 dropping 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 (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.**

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.

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® Cosmetic.

Please see additional Important Safety Information on pages 9 and 19.

Soften your lines, not your edge

Ask about BOTOX® Cosmetic (onabotulinumtoxinA)—

the **only** FDA-approved product that temporarily improves **both** moderate to severe crow's feet AND frown lines between the brows in adults.

BOTOX® Cosmetic treatment doesn't mean you have to lose your edge. You'll see subtle results and still look like yourself. So, no one needs to know if you don't want them to.

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There's only one BOTOX® Cosmetic

Men are interested

- **≈ 3.6 million botulinum toxin procedures** like BOTOX® Cosmetic (onabotulinumtoxinA) were performed in the United States in 2014*
 - **11.5% were for men**
- **84% increase in men's botulinum toxin procedures** in the United States within the last 5 years*

*2014 American Society for Aesthetic Plastic Surgery annual survey questionnaire response (n = 786 active physicians) aggregated/extrapolated to reflect national statistics (27,600 active physicians).



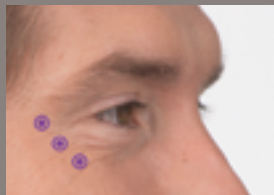
Andy, Jim, and Max were treated in their frown lines and crow's feet areas. **Results may vary.**

Know the facts

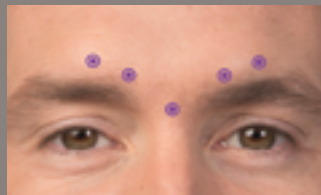
What it is

BOTOX® Cosmetic (onabotulinumtoxinA) is a doctor-administered injection that is inserted into your muscles to temporarily smooth the lines around the sides of your eyes and between your brows—also called moderate to severe crow’s feet and frown lines.

Where your doctor will inject



Moderate to severe crow’s feet



Moderate to severe frown lines

How it works

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

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Approximately **1 in 10 patients** (n = 2013) **treated with BOTOX® Cosmetic** (onabotulinumtoxinA) **are men***

*Annual assessment of physicians’ facial injectable patient records (N = 335 injectors).

Discover more at BotoxCosmetic.com/Men.

What it’s made from

BOTOX® Cosmetic is made from sources that exist in nature. It contains tiny amounts of a highly purified protein.

Common side effects

In clinical studies, 3% 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, 9, and 19.

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Make the move to learn more

1 You'll look like you

BOTOX® Cosmetic (onabotulinumtoxinA) subtly smoothes the lines around your eyes and between your brows so you'll look like yourself—not fake or “done.”

You should still be able to show expression when you are treated by someone who is licensed, trained, and a medical expert in facial anatomy.

2 FDA approved

BOTOX® Cosmetic is the **only** FDA-approved product that temporarily improves both moderate to severe crow's feet AND frown lines between the brows in adults.

In clinical studies for moderate to severe frown lines and crow's feet, 17.5% and about 12%, respectively, of patients treated with BOTOX® Cosmetic were men.



Discover more at BotoxCosmetic.com/Men.

3 Can fit into busy schedules

BOTOX® Cosmetic (onabotulinumtoxinA) treatment takes approximately 10 minutes and requires *minimal* downtime or recovery, so you can get in, get out, and get on with your day.

4 Well studied

BOTOX® Cosmetic is one of the most widely studied and researched medical aesthetic products.

5 Trusted by aesthetic providers

BOTOX® Cosmetic is the treatment that aesthetic providers trust—it's the #1 selling product of its kind in the world.*

*Data collected through December 2014.

IMPORTANT SAFETY INFORMATION (continued)

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® 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 on page 19.

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Jim 35

*"I think I already have
a little bit of an edge...
but it doesn't mean
I have to like those deep
lines around my eyes."*

See his 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 ≥ 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 2, 9, and 19.

See more photos like Jim's at BotoxCosmetic.com/Men.

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Andy 39

"Honestly, I didn't know that BOTOX® Cosmetic was also for men...but when I heard, I thought why not? So, I asked my doctor about it."

See his 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 ≥ 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.

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See more photos like Andy's at BotoxCosmetic.com/Men.

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Max 40

"My wife is the one who suggested that I look into BOTOX® Cosmetic. I'm glad I did."

See his 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.

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See more photos like Max's at BotoxCosmetic.com/Men.

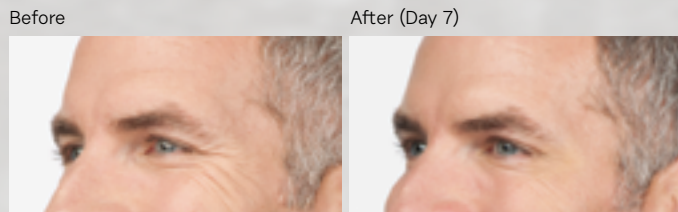
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See for yourself

Moderate to severe crow's feet

Michael 45



Moderate to severe frown lines



Actual patient. **Results may vary.**

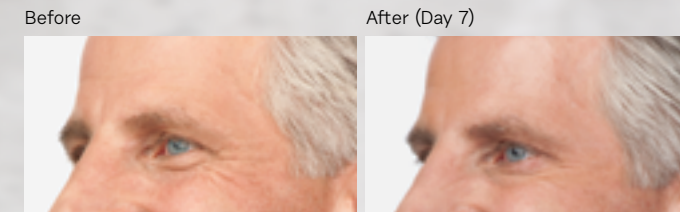
Photos taken at maximum frown and/or full smile before and after treatment with BOTOX® Cosmetic (onabotulinumtoxinA) at day 7. In two clinical studies for moderate to severe crow's feet, 26.1% and 20.3% of people had ≥ 2-grade improvement at day 30. In one of these studies, 67.9% of people had mild or 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.

Clint 54



Joel 48



Actual patients. **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 ≥ 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.

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onabotulinumtoxinA_{injection}

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Find out why BOTOX[®] Cosmetic
is the #1 selling product
of its kind in the world*

Visit BotoxCosmetic.com/Men today.

*Data collected through December 2014.



IMPORTANT SAFETY INFORMATION (continued)

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. 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.**

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.

Other side effects of BOTOX[®] 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 1-800-433-8871.

Please see accompanying Summary of Information about BOTOX[®] Cosmetic.



BOTOX[®]
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Ask your doctor about BOTOX[®] Cosmetic today.

Please see Important Safety Information inside.



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