

# Men's aesthetics are on the rise<sup>1,\*</sup>

#Neurotoxins = #1 nonsurgical procedure since 2002<sup>2-9,†</sup>

- Men's #1 nonsurgical procedure<sup>1,\*</sup>

84% increase in men's botulinum toxin procedures

in the last 5 years<sup>10</sup>

<sup>1</sup>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).<sup>1</sup>

<sup>2-9</sup>2014 American Society of Plastic Surgeons; data collected from combined annual survey questionnaire responses and a national database (n = 659 active physicians) aggregated/extrapolated to reflect national statistics (24,500 active physicians).<sup>2</sup>



## IMPORTANT SAFETY INFORMATION, INCLUDING BOXED WARNING

### WARNING: DISTANT SPREAD OF TOXIN EFFECT

Postmarketing reports indicate that the effects of BOTOX<sup>®</sup> 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, including spasticity in children, and in approved indications, cases of spread of effect have been reported at doses comparable to those used to treat cervical dystonia and upper limb spasticity and at lower doses.

Please see Indications and additional Important Safety Information on the following pages.

## The male patient: his possible profile

From a survey of aesthetically oriented men (N = 600)<sup>11,†</sup>

He cares about his facial appearance<sup>11,†</sup>



Well educated<sup>11</sup>



In a relationship<sup>11</sup>



Aware of fashion trends



Tends to use social media



Willing to spend money on facial appearance<sup>11</sup>

<sup>†</sup>Survey of men (N = 600, aged 30-65) considering medical facial aesthetic treatment within the next 2 years; not yet treated with BOTOX<sup>®</sup> Cosmetic and/or a dermal filler.<sup>11</sup>

### Indications

#### Glabellar Lines

BOTOX<sup>®</sup> Cosmetic (onabotulinumtoxinA) for injection is indicated for the temporary improvement in the appearance of moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity in adult patients.

#### Lateral Canthal Lines

BOTOX<sup>®</sup> Cosmetic is indicated for the temporary improvement in the appearance of moderate to severe lateral canthal lines associated with orbicularis oculi activity in adult patients.

## Concerns are similar to women's<sup>11,12, †,§</sup>

Market research shows they don't want to look **overdone** or **fake**<sup>11,12,†,§</sup>



80%<sup>♂</sup>

of men chose **crow's feet** as their highest priority treatment area<sup>11,†</sup>



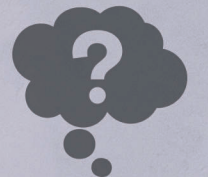
## He may already be in his doctor's office



May be there for a skin check, laser hair removal, or **other aesthetic procedures**



May **not** know **BOTOX<sup>®</sup> Cosmetic (onabotulinumtoxinA)** is an option for him



May have **little knowledge** about the product<sup>11,†</sup>

## Who is the BOTOX<sup>®</sup> Cosmetic patient?

Men are shifting the perception.

<sup>†</sup>Survey of men (N = 600, aged 30-65) considering medical facial aesthetic treatment within the next 2 years; not yet treated with BOTOX<sup>®</sup> Cosmetic and/or a dermal filler.<sup>11</sup>

<sup>§</sup>Survey of aesthetically oriented women (n = 475, aged 30-65) considering facial injectable treatment within the next 2 years; not yet treated with BOTOX<sup>®</sup> Cosmetic.<sup>12</sup>

### IMPORTANT SAFETY INFORMATION (continued) CONTRAINDICATIONS

BOTOX<sup>®</sup> 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.

Please see additional Important Safety Information on reverse side.



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

**BOTOX® Cosmetic (onabotulinumtoxinA)**  
**IMPORTANT SAFETY INFORMATION (continued)**  
**WARNINGS AND PRECAUTIONS (continued)**

**Lack of Interchangeability between Botulinum Toxin Products**

**The potency Units of BOTOX® Cosmetic are specific to the preparation and assay method utilized. They are not interchangeable with 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), 44 Units (for simultaneous treatment of lateral canthal lines and glabellar lines) have been reported.

**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 pre-existing 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.

**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 reactions occur, further injection of BOTOX® Cosmetic should be discontinued and appropriate medical therapy immediately instituted. 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.

**BOTOX® Cosmetic (onabotulinumtoxinA)**  
**IMPORTANT SAFETY INFORMATION (continued)**  
**WARNINGS AND PRECAUTIONS (continued)**

**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 pre-existing cardiovascular disease. Use caution when administering to patients with pre-existing cardiovascular disease.

**Pre-existing Neuromuscular Disorders**

Individuals with peripheral motor neuropathic diseases, amyotrophic lateral sclerosis, or neuromuscular junction disorders (eg, myasthenia gravis or Lambert-Eaton syndrome) should be monitored when given botulinum toxin. 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*).

**Dysphagia and Breathing Difficulties**

Treatment with BOTOX® and other botulinum toxin products can result in swallowing or breathing difficulties. Patients with pre-existing 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*).

**Pre-existing Conditions at the Injection Site**

Caution should be used 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).

**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 an extremely remote risk for transmission of viral diseases. A theoretical risk for transmission of Creutzfeldt-Jakob disease (CJD) also is considered extremely remote. No cases of transmission of viral diseases or CJD have ever been identified for albumin.

**ADVERSE REACTIONS**

The most frequently reported adverse event following injection of BOTOX® Cosmetic for glabellar lines was eyelid ptosis (3%).

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

**BOTOX® Cosmetic (onabotulinumtoxinA)**  
**IMPORTANT SAFETY INFORMATION (continued)**  
**DRUG INTERACTIONS**

Co-administration 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**

BOTOX® Cosmetic is not recommended for use in children or pregnant women. It is not known whether BOTOX® Cosmetic is excreted in human milk. Caution should be exercised when BOTOX® Cosmetic is administered to a nursing woman.

**Please see accompanying full Prescribing Information including Boxed Warning and Medication Guide.**

**References:** **1.** The American Society for Aesthetic Plastic Surgery (ASAPS). Cosmetic Surgery National Data Bank 2014 Statistics. <http://www.surgery.org/sites/default/files/2014-Stats.pdf>. Published 2014. Accessed September 10, 2015. **2.** The American Society of Plastic Surgeons (ASPS). 2014 Cosmetic Plastic Surgery Statistics Report: Cosmetic Procedure Trends. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2014-statistics/cosmetic-procedure-trends-2014.pdf>. Published 2015. Accessed September 10, 2015. **3.** The American Society of Plastic Surgeons (ASPS). 2013 Cosmetic Plastic Surgery Statistics Report: Cosmetic Procedure Trends. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2013-statistics/cosmetic-procedures-national-trends-2013.pdf>. Published 2014. Accessed September 10, 2015. **4.** The American Society of Plastic Surgeons (ASPS). *2005 Report of the 2004 Statistics: National Clearinghouse of Plastic Surgery Statistics*. Arlington Heights, IL: The American Society of Plastic Surgeons (ASPS); 2005. **5.** The American Society of Plastic Surgeons (ASPS). *2007 Report of the 2006 Statistics: National Clearinghouse of Plastic Surgery Statistics*. Arlington Heights, IL: The American Society of Plastic Surgeons (ASPS); 2007. **6.** The American Society of Plastic Surgeons (ASPS). 2009 Report of the 2008 Statistics: National Clearinghouse of Plastic Surgery Statistics. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2008-statistics/2008-cosmetic-reconstructive-plastic-surgery-minimally-invasive-statistics.pdf>. Published 2009. Accessed September 10, 2015. **7.** The American Society of Plastic Surgeons (ASPS). 2010 Cosmetic Plastic Surgery Statistics Report: Cosmetic Procedure Trends. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2010-statistics/Overall-Trends/2010-cosmetic-plastic-surgery-minimally-invasive-statistics.pdf>. Published 2011. Accessed September 10, 2015. **8.** The American Society of Plastic Surgeons (ASPS). 2011 Cosmetic Plastic Surgery Statistics Report: Cosmetic Procedure Trends. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2011-statistics/2011-cosmetic-procedures-trends-statistics.pdf>. Published 2012. Accessed September 10, 2015. **9.** The American Society of Plastic Surgeons (ASPS). 2012 Cosmetic Plastic Surgery Statistics Report: Cosmetic Procedure Trends. The American Society of Plastic Surgeons (ASPS) website. <http://www.plasticsurgery.org/Documents/news-resources/statistics/2012-Plastic-Surgery-Statistics/Cosmetic-Procedure-Trends-2012.pdf>. Published 2013. Accessed September 10, 2015. **10.** The American Society for Aesthetic Plastic Surgery reports Americans spent more than 12 billion in 2014; procedures for men up 43% over five year period [news release]. New York, NY: The American Society for Aesthetic Plastic Surgery; March 11, 2015. <http://www.surgery.org/media/news-releases/the-american-society-for-aesthetic-plastic-surgery-reports-americans-spent-more-than-12-billion-in-2014-pro>. Accessed September 10, 2015. **11.** Data on file, Allergan, Inc., April 2015; MD treatments among men. **12.** Facial Injectables Direct-to-Consumer Tracker, January 2015.

  
onabotulinumtoxinA injection

There's only one BOTOX® Cosmetic



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