



BOTOX[®]
COSMETIC
onabotulinumtoxinA
injection

THE
LOOK
OF **3**SM

YOUR GUIDE TO THE LOOK OF 3SM

How to talk to patients about
what to expect with their
treatment, results, and cost.

*Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. **Results may vary.***

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

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.

Please see additional Important Safety Information on the following pages.





BRITTINI, 37

Marketing Executive

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

IMPORTANT SAFETY INFORMATION (continued)

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.

Please see additional Important Safety Information on the following pages.



*Q How do I know if
BOTOX[®] Cosmetic is right for me?*

A It comes down to whether you have moderate to severe frown lines, crow's feet lines, and forehead lines.¹

When you smile, frown, and raise your eyebrows, you can look for lines in these 3 areas.

If you schedule a consultation with your specialist, they will assess these 3 areas and decide if BOTOX[®] Cosmetic is right for you.

You can also visit **TheLookof3.com** to learn more about BOTOX[®] Cosmetic and how lines form in the upper face.



PATIENT EDUCATION TIP

Considerers of treatment often use social media to learn about their options.² Post educational materials on your practice's social media to help encourage patients to ask about treatment.

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS

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.



Crow's feet lines

Smile!



Frown lines

Frown!



Forehead lines

**Raise your
eyebrows!**

SHAY, 37

Real Estate Agent

Real patient before treatment.

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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

Please see additional Important Safety Information on the following pages.

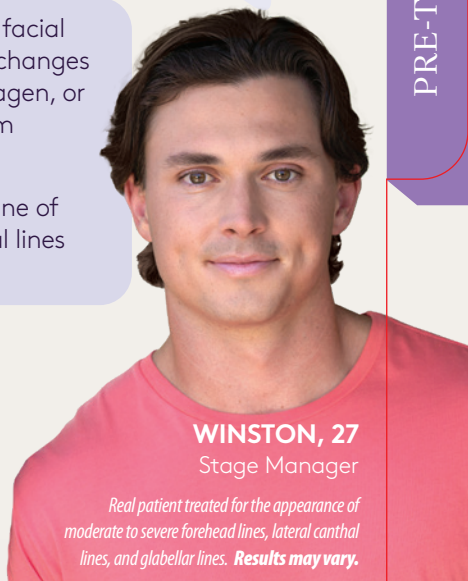


Q Will BOTOX[®] Cosmetic work for me?

A A combination of factors can cause facial lines. It's not just about the cellular changes that may occur, or reduction of collagen, or damage caused by free radicals from the sun and the environment.

Repeated muscle contractions are one of the underlying causes of upper facial lines that your specialist will assess.

BOTOX[®] Cosmetic works beneath the surface to temporarily reduce the underlying muscle activity that causes moderate to severe frown lines, crow's feet lines, and forehead lines in adults—to help them look visibly smoother.¹



WINSTON, 27
Stage Manager

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

Natural-looking results with BOTOX[®] Cosmetic.^{2,3,*†}

*84% of pooled subjects (n = 592) who received 20 Units in forehead lines and glabellar lines, respectively, reported being "Very Satisfied" or "Mostly Satisfied" with the natural-looking results of treatment compared to 5.8% (n = 241) with placebo at day 30. This item was part of the Facial Line Satisfaction Questionnaire Follow-Up Treatment Satisfaction domain. In addition, 96% of market research subjects (n = 134) treated for crow's feet lines reported they "Completely Agree" or "Somewhat Agree" that BOTOX[®] Cosmetic provides natural-looking results.^{2,3}

†In 2 clinical trials, 90% and 82% (n = 260 each) of patients reported they were "Very Satisfied" or "Mostly Satisfied" (top 2 out of 5 responses) with their treatment results at day 60 vs 1% and 3%, respectively, for placebo (n = 6 total).¹

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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.

Please see additional Important Safety Information on the following pages.

60%

OF PATIENTS

wish they had started
BOTOX[®] Cosmetic
treatment sooner.^{4,*}

JUSTIN, 35
Graphic Designer

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

^{*}Based on a 2023 online survey of 258 consumers who received BOTOX[®] Cosmetic within the past 6 months who agreed that they wish that they had started treatment with BOTOX[®] Cosmetic sooner to temporarily improve the appearance of their moderate to severe lines.⁴

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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.

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THE
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*Q What's **The Look of 3SM**?*

A If it's right for you, **The Look of 3SM** is an opportunity to get treated in 3 areas with 64 Units, at least 3 times a year. Your treatments should be spaced at least 90 days apart.¹

Only BOTOX[®] Cosmetic can give you **The Look of 3SM** because only BOTOX[®] Cosmetic is FDA approved to temporarily improve the look of 3 areas—moderate to severe frown lines, crow's feet lines, and forehead lines in adults.^{1,5-8}

With **The Look of 3SM**, you can have just the look you're looking for—still you, just with fewer lines.¹

Ask your specialist about **The Look of 3SM**.

FLIP TO THE BACK OF THIS
PAGE FOR A HELPFUL TIP >>>

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

Please see additional Important Safety Information on the following pages.



PATIENT EDUCATION TIP

Talk to patients about exploring other people's stories and results on [TheLookof3.com](https://www.thelookof3.com)



Scan for
More Info

BROOKE, 45

Production Designer

*Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. **Results may vary.***

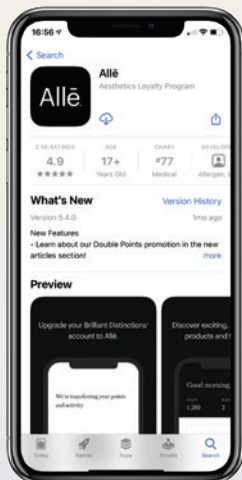
IMPORTANT SAFETY INFORMATION (continued) **WARNINGS AND PRECAUTIONS (continued)**

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.

Please see additional Important Safety Information on the following pages.

Q Is there any way to save on BOTOX® Cosmetic treatments?

A The best way to save on your treatments is to enroll in Allē, the Allergan Aesthetics loyalty program. Allergan Aesthetics has helped millions of people save money on their aesthetic treatments since 2009.



Allē

With Allē, you can earn points and rewards each time you get treated with BOTOX® Cosmetic.

There are always new offers, and it's free to join—all you have to do is download the Allē app.



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,

Please see additional Important Safety Information on the following pages.

WINSTON, 27

Stage Manager

MAX, 27

Real Estate Agent

Real patients treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines.

Results may vary.

IMPORTANT SAFETY INFORMATION (continued)
WARNINGS AND PRECAUTIONS (continued)

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.

Please see additional Important Safety Information on the following pages.



Q *What's treatment like?*

A If your specialist thinks BOTOX[®] Cosmetic is right for you, here's what to expect:



Treatment usually takes 10 to 15 minutes. Some patients say being injected with BOTOX[®] Cosmetic feels like a pinch.⁹



You may start to see results within 1 to 2 days, with full results in 30 days.¹



Lasting results for up to 4 months in 3 areas.¹

FLIP TO THE BACK OF THIS
PAGE FOR A HELPFUL TIP »»

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Increased Risk of Clinically Significant Effects With 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.

Please see additional Important Safety Information on the following pages.



EDUCATION TIP

If a patient would like to learn about treatment, send them home with a **The Look of 3SM** Patient Brochure.



ANASTACIA, 39

Full-Time Mom

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

IMPORTANT SAFETY INFORMATION (continued) **WARNINGS AND PRECAUTIONS (continued)**

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*).

Please see additional Important Safety Information on the following pages.



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Q *Can I get similar results with smaller doses of BOTOX® Cosmetic, or “Baby Botox”?*

A 64 Units is the FDA-approved dose for BOTOX® Cosmetic¹:

20 UNITS IN YOUR FOREHEAD LINES

20 UNITS IN YOUR FROWN LINES

24 UNITS IN YOUR CROW’S FEET LINES

BOTOX® Cosmetic dosing has been rigorously studied to achieve results with 64 Units.^{2,3}

With **The Look of 3SM**, you’ll still look like yourself—just with fewer lines.¹

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

FLIP TO THE BACK OF THIS PAGE FOR A HELPFUL TIP »»

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Dysphagia and Breathing Difficulties

Treatment with BOTOX® and other botulinum toxin products can result in swallowing or breathing difficulties.

Please see additional Important Safety Information on the following pages.

TREATMENT

GRIFFIN, 36
Personal Trainer

BRITTINI, 37
Marketing Executive

Real patients treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

IMPORTANT SAFETY INFORMATION (continued)
WARNINGS AND PRECAUTIONS (continued)

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**).

Please see additional Important Safety Information on the following pages.



**PATIENT
EDUCATION TIP**

“Baby Botox” is not
FDA approved.



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Q Why 3 areas?

A Your facial muscles are interrelated.

That's why your specialist may inject BOTOX[®] Cosmetic to temporarily improve the look of your moderate to severe frown lines, crow's feet lines, and forehead lines at the same time with 64 total Units.¹

BOTOX[®] Cosmetic is the only treatment of its kind that can treat these 3 areas at the same time.^{1,5-8}

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines.

Results may vary.

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Pre-existing Conditions at the Injection Site

Caution should be used when BOTOX[®] Cosmetic treatment is used

Please see additional Important Safety Information on the following pages.

TREATMENT



MAX, 27

Real Estate Agent

Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

in the presence of inflammation at the proposed injection site(s) or when excessive weakness or atrophy is present in the target muscle(s).

Please see additional Important Safety Information on the following pages.



Q How often should I come back for treatments?

A Try to schedule at least 3 consultations each year.* Work with your specialist to create an easy-to-follow routine so you can see consistent results if you keep up with your consultations.

We can book your next consultation before you leave so it's on the calendar.

After you get treated, we'll also schedule a 2-week follow-up to assess your results.

88%
OF PATIENTS
started with and
will continue with
BOTOX[®] Cosmetic
when their lines
come back.^{4,†}

FLIP TO THE BACK OF THIS
PAGE FOR A HELPFUL TIP »»

*Treatments should be spaced at least 90 days apart.¹

[†]Based on a 2023 online survey of 258 consumers who received BOTOX[®] Cosmetic within the past 6 months who strongly or somewhat agreed that they had started treatment with BOTOX[®] Cosmetic and will continue to receive treatment when their lines come back.⁴

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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.

Please see additional Important Safety Information on the following pages.



RETENTION TIP

Try to book a patient's next appointment **before** you help them check out. To help them keep track of their visits, send them home with the **Patient Appointment Reminder Card**.

Is it time for
The Look of 3?
We can't wait to see you!

TYLER, 27 Content Creator

*Real patient treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. **Results may vary.***

IMPORTANT SAFETY INFORMATION (continued) **WARNINGS AND PRECAUTIONS (continued)**

If symptoms of dry eye (eg, eye irritation, photophobia, or visual changes) persist, consider referring patients to an ophthalmologist.

Please see additional Important Safety Information on the following pages.



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*Q What happens after treatment
with BOTOX[®] Cosmetic?*

A You can go back to your normal
activities as soon as you leave. You
may start to see results in 1 to 2 days,
with full results in 30 days.¹

BOTOX[®] Cosmetic temporarily
improves the appearance of
moderate to severe frown
lines, crow's feet lines, and
forehead lines.¹

90%
OF PATIENTS
say their lines
look smooth after
treatment with
BOTOX[®] Cosmetic.^{4,*}

*Based on a 2023 online survey of 258 consumers who received BOTOX[®] Cosmetic within the past 6 months who strongly or somewhat agreed their lines look smooth after treatment with BOTOX[®] Cosmetic.⁴

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Human Albumin and Transmission of Viral Diseases

This product contains albumin, a derivative of human blood. Based on effective donor screening and product

Please see additional Important Safety Information on the following pages.

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POST-TREATMENT

82%

OF PATIENTS
would recommend
BOTOX[®] Cosmetic
to their friends
and family.^{4,*}

JUSTIN, 35
Graphic Designer

SHAY, 37
Real Estate Agent

Real patients treated for the appearance of moderate to severe forehead lines, lateral canthal lines, and glabellar lines. Results may vary.

⁴Based on a 2023 online survey of 258 consumers who received BOTOX[®] Cosmetic within the past 6 months who strongly or somewhat agreed they would recommend BOTOX[®] Cosmetic treatment to their friends and family.⁴

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

manufacturing processes, it carries an extremely 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), but if that risk actually exists, the risk of transmission would also be considered extremely 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.

Please see additional Important Safety Information on the following pages.

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EMPOWER PATIENTS TO GET INFORMED



Scan here to watch
BOTOX[®] Cosmetic
educational videos.

IMPORTANT SAFETY INFORMATION (continued)

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%).

Please see additional Important Safety Information on the back of this page.



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

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.

Please see accompanying BOTOX[®] Cosmetic full Prescribing Information, including Boxed Warning, or visit https://www.rxabbvie.com/pdf/botox-cosmetic_pi.pdf

REFERENCES: 1. BOTOX[®] Cosmetic Prescribing Information, November 2023. 2. Data on file, Allergan Aesthetics, February 2023; NTX Consumer A&U. 3. Ogilvie P, Rivkin AZ, Dayan S, et al. Pooled subject-reported outcomes from 2 phase 3 studies of onabotulinumtoxinA for simultaneous treatment of forehead and glabellar lines. *Dermatol Surg*. 2020;46:950-957. 4. Data on file, Allergan Aesthetics, April 2023; BOTOX[®] Cosmetic Market Research Claims Assessment. 5. Dysport Prescribing Information, January 2023. 6. Xeomin Prescribing Information, September 2023. 7. Jeuveau Prescribing Information, January 2020. 8. Daxxify Prescribing Information, August 2023. 9. Data on file, Allergan Aesthetics, April 18, 2022; BOTOX[®] (onabotulinumtoxinA) Research Among Healthcare Professionals for Three Upper Face Lines.