



Andy was treated for frown lines and crow's feet. Results may vary.

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


—Cosmetic
onabotulinumtoxinA_{injection}



Feel confident that you can still look like yourself

With BOTOX® Cosmetic (onabotulinumtoxinA) treatment, you'll see subtle results and still look like yourself. So, no one needs to know if you don't want them to.

BOTOX® Cosmetic is a product for men. Men just like you.

- **84% increase in men's botulinum toxin procedures like BOTOX® Cosmetic (onabotulinumtoxinA) in the United States in the last five years***
- **≈ 3.6 million botulinum toxin procedures were performed in the United States in 2014***
- **11.5% were for men**
- **That's hundreds of thousands of men like you who care about how they look**

*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).

Approved Uses

BOTOX® Cosmetic 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.

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, and/or forehead lines.

BOTOX® Cosmetic 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 receive 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 6 and 14.

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It's all about your muscles

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.

What it's made from

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

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.

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: 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. 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 3, 6, and 14.

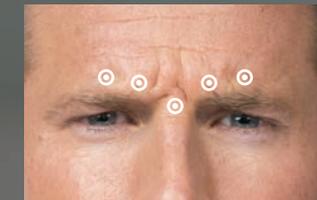
Approximately **1 in 10** patients (n = 2013) treated with BOTOX[®] Cosmetic (onabotulinumtoxinA) are men*

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

Where your doctor will inject



Moderate to severe crow's feet



Moderate to severe frown lines

Discover more at BotoxCosmetic.com/Men.

BOTOX[®]
—Cosmetic
onabotulinumtoxinA_{injection}

What you really want to know

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).

6 Please see additional Important Safety Information on page 14.

1 You'll look like you

BOTOX® Cosmetic (onabotulinumtoxinA) subtly smoothes frown lines and crow's feet. It works beneath the surface and targets one of the underlying causes of frown lines and crow's feet (the repeated muscle contractions from frowning and squinting over the years), giving you natural results that make you look like yourself again.

A trained medical expert can treat you, so you will still be able to show natural expressions, and only you will know you've had a treatment.

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.

See what other men are discovering at BotoxCosmetic.com/Men.

3 It's quick

Treatment only takes about 10 minutes and requires minimal downtime or recovery. You can get in, get out, and get on with your day. People even call it the "lunchtime procedure."

4 The #1 selling product of its kind in the US*

BOTOX® Cosmetic is the treatment that aesthetic providers trust.

*Data collected through February 2016.

5 Trusted by aesthetic providers

BOTOX® Cosmetic is the treatment that aesthetic providers trust. Since 2002, it has been chosen by men time and again.

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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 Andy’s 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 3, 6, and 14.

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 Jim's 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 Jim'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 Max’s 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.

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**BOTOX[®] Cosmetic
(onabotulinumtoxinA) is the one
you've heard about**

Now find out why more men are asking about it

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 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: 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[®] Cosmetic.

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

Visit BotoxCosmetic.com/Men today.

BOTOX[®]
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Talk to your doctor today

BOTOX[®]
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Please see Important Safety Information inside.



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