20 YEARS BOTOX® COSMETIC onabotulinumtoxinA injection

FDA APPROVED SINCE 2002

CELEBRATING 20 YEARS SINCE THE FIRST FDA APPROVAL OF BOTOX® COSMETIC[1]

20 years ago, BOTOX® Cosmetic was FDA approved for temporary improvement in the appearance of moderate to severe frown lines in adults.[1] The 20th milestone serves as a celebration of the brand's rich heritage while also spotlighting continued innovation from Allergan Aesthetics, the makers of BOTOX® Cosmetic. Most importantly, it is a celebration of all the people–including providers and patients–who have made the BOTOX® Cosmetic brand what it is today.

1st

BOTOX® Cosmetic is the **FIRST AND ONLY FDA-APPROVED** treatment for the temporary improvement in the appearance of 3 areas: moderate to severe frown lines, crow's feet, and forehead lines in adult patients.[2-5]

Backed with **20 YEARS** **of experience**.[1]

BOTOX® Cosmetic is the **#1 SELLING PRODUCT** of its kind.[6]

94% of **NEUROTOXIN PATIENTS** (n = 335) deemed **FDA approval** as very (73%) to somewhat (21%) important to them.[7,*]

BOTOX® Cosmetic has been featured in **604 PEER-REVIEWED PUBLICATIONS**.[8]

604

As part of the forehead line clinical trials, there was an **87.9% satisfaction** rate when patients were treated in all **3 FDA-APPROVED AREAS**.[9]

87.9%

7 YEARS

BOTOX® Cosmetic is the **FIRST APPROVED,** first to market, and first to create the category by **7 YEARS!**[1-5]

BOTOX® Cosmetic can provide extensive training to healthcare professionals, educating them on assessing and administering the product in **3 TREATMENT AREAS.**

★ ★ ★ ★ ★

Based on a 2021 survey, the most common reason patients choose to receive BOTOX® Cosmetic is because their provider recommended it.[10] (n = 522)

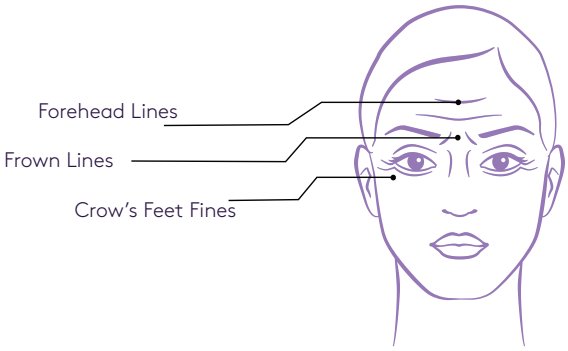
In a 2018 survey, approximately **8 OUT OF 10 PHYSICIANS** (n = 484) reported they use BOTOX® Cosmetic when injecting a neurotoxin for themselves or family members.[11]

Based on an Allergan Medical Institute survey, **95%** of healthcare professional attendees felt the program increased their product knowledge and skills, **100%** would recommend the program to other healthcare providers.[12]

SEE YOURSELF 2.0

BOTOX® Cosmetic is furthering its commitment to showcase real people and real stories by launching its first-ever open casting call. This will virtually bring together new and existing patients to share their personal stories and treatment journeys in a new advertising campaign. No models here, just real BOTOX® Cosmetic users and authentic stories.

THE LOOK OF 3



BOTOX® Cosmetic brings the look of 3 – **3 AREAS, 64 UNITS, AT LEAST 3 TIMES A YEAR** to temporarily improve the appearance of moderate to severe forehead lines, frown lines, and crow's feet lines in adults.[2] BOTOX® Cosmetic treatments should be spaced out at least 90 days apart. BOTOX® Cosmetic is the only neurotoxin FDA approved to offer treatment in these 3 areas.[2-5]

Only BOTOX® Cosmetic Delivers BOTOX® Cosmetic Results.[2]

DISCOVER ALLĒ: A LOYALTY PROGRAM UNIQUELY DESIGNED FOR YOU

Allē is the next generation Allergan Aesthetics' loyalty program, providing consumers access to curated content for further education, exclusive offers and perks, and personalized rewards that can be used for savings on the Allergan Aesthetics portfolio of products, including BOTOX® Cosmetic.

Patient loyalty continues to grow: Allē consumer loyalty program is serving over 3M members across 15K practices to date.

BOTOX® COSMETIC IMPORTANT SAFETY INFORMATION AND APPROVED USES

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.

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).

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.

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.

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 BOTOX® Cosmetic full Product Information including Boxed Warning and Medication Guide.

*Results from an online market research survey of patients who received a neurotoxin at least once within the last 2 years.[7]

References:

1. Data on File. AbbVie. FDA Product Approval Information, 2019.
2. BOTOX® Cosmetic Prescribing Information, July 2020.
3. Dysport® Prescribing Information, 2020.
4. Xeomin® Prescribing Information, 2020.
5. Jeuveau® Prescribing Information,2020.
6. Data on File. AbbVie. Annual Neurotoxin Monthly Tracker Report, December 2021.
7. Data on File. AbbVie. Facial Injectables Neurotoxins Consumer A&U Tracker, 2014.
8. Data on File. AbbVie. Botulinum Toxin Peer-Reviewed Publications, 2021.
9. Data on File. AbbVie. Clinical Study Report Satisfaction Table, 2016.
10. Data on File. AbbVie. Consumer Neurotoxin, February 2021.
11. Data on File. AbbVie. BOTOX® Cosmetic Module (UN11), July 2018.
12. Data on File. AbbVie. Allergan Aesthetics Medical Institute Survey, 2021.

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