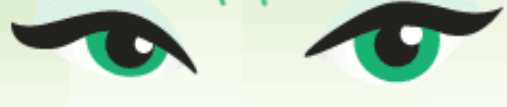


Time to treat those frown lines?

# Take the DYSPORT challenge



March 1–April 30, 2010

Everybody's talking about *Dysport*, a prescription injection used to temporarily improve the look of moderate to severe frown lines between the eyebrows (glabellar lines) in adults less than 65 years of age.

## SAVE \$150 ON TWO DYSPORT TREATMENTS

We're so confident you'll love our product, Medicis Aesthetics is presenting you with the *Dysport* Challenge. It's your chance to try *Dysport* at substantial savings. Ask your healthcare professional about *Dysport*.

### Save \$75 on your FIRST *Dysport* treatment

• Within 14 days after your first *Dysport* treatment, you must sign up for the *Dysport* Challenge at [www.DysportUSA.com](http://www.DysportUSA.com), download your *Dysport* Coupon Rebate Form, and mail the rebate form and itemized receipt. You can get a \$75 Rebate Check whether or not you have a second treatment.

### Save \$75 on your SECOND treatment

(choose only one)

#### LOVE IT

If you love your *Dysport* treatment, get a second *Dysport* treatment and receive another \$75 rebate. **That's \$150 total savings on two *Dysport* treatments!**

OR

#### LEAVE IT

If you do not love your *Dysport* treatment, and your doctor chooses to treat your frown lines with another botulinum toxin type A product, we will rebate \$75 of the treatment cost.

- Within 15–30 days after your first *Dysport* treatment, return to [www.DysportUSA.com](http://www.DysportUSA.com) to decide if you Love It or Leave It and download the Love It or Leave It Rebate Form.
- You must wait at least 3 months between your first and second treatments.
- Within 14 days after your second treatment, mail the rebate form and itemized receipt.

See Terms and Conditions below.

The dose of *Dysport* is not the same as or comparable to the dose of any other botulinum toxin product.

Act now!

Ask your healthcare professional if *Dysport* is right for you.

[Click here to learn more about the \*Dysport\* Challenge.](#)

Rx Only

# Dysport™

abobotulinumtoxinA  
300 Units for Injection

Photograph is a model, not actual patient.

## IMPORTANT SAFETY INFORMATION

### What is the most important information you should know about *Dysport*?

**Spread of Toxin Effects:** In some cases, the effects of *Dysport* and all botulinum toxin products may affect areas of the body away from the injection site. These effects can cause symptoms of a serious condition called botulism. Symptoms of botulism can happen hours to weeks after injection and may include swallowing and breathing problems, loss of strength and muscle weakness all over the body, double vision, blurred vision and drooping eyelids, hoarseness or change of loss of voice, trouble saying words clearly, or loss of bladder control. Swallowing and breathing problems can be life threatening and there have been reports of death.

The risk of symptoms is probably greatest in children and adults treated for muscle spasms, particularly in those patients who have underlying medical conditions that could make these symptoms more likely.

The toxic effects have been reported at doses similar to those used to treat muscle spasms in the neck. Lower doses, in both approved and unapproved uses, have also caused toxic effects. This includes treatment of children and adults for muscle spasms.

These effects could make it unsafe for you to drive a car, operate machinery, or do other dangerous activities.

**Do not have *Dysport* treatment if you:** are allergic to *Dysport* or any of its ingredients (see the end of the Medication Guide for a list of ingredients), are allergic to cow's milk protein, had an allergic reaction to any other botulinum toxin product such as Myobloc® or Botox®, or have a skin infection at the planned injection site.

**The dose of *Dysport* is not the same as the dose of any other botulinum toxin product. The dose of *Dysport* cannot be compared to the dose of any other botulinum toxin product you may have used.**

***Dysport* may not be right for you if:** you have surgical changes to your face, very weak muscles in the treatment area, your face looks very different from side to side, the injection site is inflamed, you have droopy eyelids or sagging eyelid folds, deep facial scars, thick oily skin, or if your wrinkles can't be smoothed by spreading them apart.

**Tell your doctor about all your medical conditions, including if you have:** a disease that affects your muscles and nerves (such as amyotrophic lateral sclerosis [ALS or Lou Gehrig's disease], myasthenia gravis, or Lambert-Eaton syndrome), allergies to any botulinum toxin product or had any side effect from any botulinum toxin product in the past, a breathing problem (such as asthma or emphysema), swallowing problems, bleeding problems, diabetes, a slow heart beat or other problem with your heart rate or rhythm, plans to have surgery, had surgery on your face, weakness of your forehead muscles (such as slow raising your eyebrows), drooping eyelids, or any other change in the way your face normally looks. Patients with a disease that affects muscles and nerves who are treated with typical doses of *Dysport* may have a higher risk of serious side effects including severe swallowing and breathing problems.

#### Human Albumin

This product contains albumin taken from human plasma. Steps taken during donor screening and product manufacturing processes make the risk of spreading viral diseases extremely rare. In addition, there is also an extremely rare risk of contracting Creutzfeldt-Jakob disease (CJD). No cases of spread of viral diseases or CJD have ever been reported for albumin.

#### Allergic Reaction to Injecting in the Skin

It is not known if an allergic reaction can be caused by injecting *Dysport* into the skin. The safety of treating excessive sweating with *Dysport* is not known.

#### Common Side Effects

The most common side effects are nose and throat irritation, headache, injection site pain, injection site skin reaction, upper respiratory tract infection, eyelid swelling, eyelid drooping, sinus inflammation, and nausea.

**Tell your doctor about all the medicines you take,** including prescription and nonprescription medicines, vitamins and herbal and other natural products. Using *Dysport* with certain other medicines may cause serious side effects. **Do not start any new medicines while taking *Dysport* without talking to your doctor first.**

**Especially tell your doctor if you:** have received any other botulinum toxin product in the last four months, have received injections of botulinum toxin, such as Myobloc® (rimabotulinumtoxinB) or Botox® (onabotulinumtoxinA) in the past (be sure your doctor knows exactly which product you received), have recently received an antibiotic by injection, take muscle relaxants, take an allergy or cold medicine, or take a sleep medicine.

#### Use In Specific Populations

*Dysport* should not be used in children or in women who are pregnant or breastfeeding.

Ask your doctor if *Dysport* is right for you.

Please see Medication Guide below or visit [www.DysportUSA.com](http://www.DysportUSA.com).

## Dysport Challenge Terms and Conditions

The *Dysport* Challenge is limited to patients over the age of 18 who receive a botulinum toxin type A treatment only for the temporary improvement of the look of moderate to severe frown lines between the eyebrows (glabellar lines). To participate in this offer, you must receive a *Dysport* treatment between March 1 and April 30, 2010. If you have any questions about the *Dysport* Challenge, or if you do not receive your rebate check within eight weeks, please call toll-free 866-222-1480 or visit [www.DysportUSA.com](http://www.DysportUSA.com) and click on the *Dysport* Challenge for further information.

### First *Dysport* Treatment and your \$75 Rebate Check

Receive a *Dysport* treatment between March 1 and April 30, 2010. Within 14 days after your treatment, you must sign up for the *Dysport* Challenge at [www.DysportUSA.com](http://www.DysportUSA.com) and mail your completed *Dysport* Coupon Rebate Form with an itemized receipt for your treatment to the address found on the form. The *Dysport* Coupon Rebate Form is available at [www.DysportUSA.com](http://www.DysportUSA.com). To obtain your first \$75 Rebate Check, your request must be postmarked within 14 days of your treatment. Under no circumstances may a *Dysport* Coupon Rebate Form be postmarked after May 14, 2010. A second treatment is not required to participate in this offer or receive your first \$75 Rebate Check.

### Second Treatment Love It or Leave It

Within 15–30 days of your first *Dysport* treatment, return to [www.DysportUSA.com](http://www.DysportUSA.com) to decide if you Love It or Leave It and download the Love It or Leave It Rebate Form. If you love your *Dysport* treatment, select "Love It" to receive another \$75 rebate off a second *Dysport* treatment. If you do not love your *Dysport* treatment, select "Leave It" to receive a \$75 rebate off a treatment with another botulinum toxin type A product, as prescribed by your healthcare professional. You may choose only one of these two options. You must wait a minimum of 3 months between your first and second treatments. Therefore, your second treatment must occur between June 1 and September 30, 2010. To request your \$75 Rebate Check, mail

your completed Love It or Leave It Rebate Form with an itemized receipt for your treatment to the address found on the form, postmarked within 14 days of your second treatment. Under no circumstances may a Love It or Leave It Rebate Form be postmarked after October 14, 2010. The total value of the Rebate Check for the second treatment is \$75.

### Eligibility Rules

You are eligible for this offer only if you paid for your entire treatment yourself and if no part of your treatment was covered by insurance or another third-party payor. This offer excludes any treatment using a Medicis Aesthetics Inc. product that is reimbursed by Medicaid, Medicare, or other federal or state benefit programs, including state medical assistance programs. You are not eligible for this offer if your private insurance, HMO, or other health benefit program paid for all or part of your treatment. If any form of reimbursement is sought from a third-party, you may be required to disclose the value of the rebate(s) to that party. This offer is available only to patients, excluding claims from Medicis Aesthetics Inc. employees and their families, or employees of its dealers and distributors. This offer is non-transferable. Offer valid only in the U.S. excluding territories and void where prohibited by law.

### Legal

Program checks and coupons are void if not cashed or used within 180 days and cannot be re-issued. This offer cannot be combined with any other offer or promotion. By submitting a *Dysport* Coupon Rebate Form or Love It or Leave It Rebate Form, you agree to all terms and conditions of this offer and acknowledge that, in administering this program, Medicis Aesthetics Inc. will track your treatment activity and use your personal information to send correspondence in connection with this offer. Medicis Aesthetics Inc. reserves the right to cancel or modify this offer without notice. The *Dysport* Challenge rebate checks will be issued in U.S. dollars only. All requests become the property of Medicis Aesthetics Inc. and will not be returned. Medicis Aesthetics Inc. assumes no responsibility for lost, late, damaged, misdirected, misaddressed, incomplete or postage-due requests that fail to be properly delivered to the address stated on the rebate forms for any reason. Such requests will not be honored.

## MEDICATION GUIDE DYSPORT™ (DIS-PORT) (abobotulinumtoxinA) Injection

Read the Medication Guide that comes with *DYSPORT*™ before you start using it and each time *DYSPORT*™ is given to you. There may be new information. This information does not take the place of talking with your doctor about your medical condition or your treatment. You should share this information with your family members and caregivers.

### What is the most important information I should know about *DYSPORT*™?

***DYSPORT*™ may cause serious side effects that can be life threatening. Call your doctor or get medical help right away if you have any of these problems after treatment with *DYSPORT*™:**

- **Problems swallowing, speaking, or breathing.** These problems can happen hours to weeks after an injection of *DYSPORT*™ usually because the muscles that you use to breathe and swallow can become weak after the injection. Death can happen as a complication if you have severe problems with swallowing or breathing after treatment with *DYSPORT*™
- People with certain breathing problems may need to use muscles in their neck to help them breathe. These patients may be at greater risk for serious breathing problems with *DYSPORT*™
- Swallowing problems may last for several weeks. People who can not swallow well may need a feeding tube to receive food and water. If swallowing problems are severe, food or liquids may go into your lungs. People who already have swallowing or breathing problems before receiving *DYSPORT*™ have the highest risk of getting these problems.
- **Spread of toxin effects.** In some cases, the effect of botulinum toxin may affect areas of the body away from the injection site and cause symptoms of a serious condition called botulism. The symptoms of botulism include:
  - loss of strength and muscle weakness all over the body
  - double vision
  - blurred vision and drooping eyelids
  - hoarseness or change of loss of voice (dysphonia)
  - trouble saying words clearly (dysarthria)
  - loss of bladder control
  - trouble breathing
  - trouble swallowing

These symptoms can happen hours to weeks after you receive an injection of *DYSPORT*™

These problems could make it unsafe for you to drive a car or do other dangerous activities. See "What should I avoid while receiving *DYSPORT*™?"

### What is *DYSPORT*™?

*DYSPORT*™ is a prescription medicine that is injected into muscles and used:

- to treat the abnormal head position and neck pain that happens with cervical dystonia (CD) in adults
- to improve the look of moderate to severe frown lines between the eyebrows (glabellar lines) in adults younger than 65 years of age for a short period of time (temporary)

CD is caused by muscle spasms in the neck. These spasms cause abnormal position of the head and often neck pain. After *DYSPORT*™ is injected into muscles, those muscles are weakened for up to 12 to 16 weeks or longer. This may help lessen your symptoms.

Frown lines (wrinkles) happen because the muscles that control facial expression are used often (muscle tightening over and over). After *DYSPORT*™ is injected into the muscles that control facial expression, the medicine stops the tightening of these muscles for up to 4 months.

It is not known whether *DYSPORT*™ is safe or effective in children under 18 years of age.

It is not known whether *DYSPORT*™ is safe or effective for the treatment of other types of muscle spasms. It is not known whether *DYSPORT*™ is safe or effective for the treatment of other wrinkles.

### Who should not take *DYSPORT*™?

#### Do not take *DYSPORT*™ if you:

- are allergic to *DYSPORT*™ or any of the ingredients in *DYSPORT*™ See the end of this Medication Guide for a list of ingredients in *DYSPORT*™
- are allergic to cow's milk protein
- had an allergic reaction to any other botulinum toxin product such as Myobloc® or Botox®
- have a skin infection at the planned injection site

#### What should I tell my doctor before taking *DYSPORT*™?

**Tell your doctor about all your medical conditions, including if you have:**

- a disease that affects your muscles and nerves (such as amyotrophic lateral sclerosis [ALS or Lou Gehrig's disease], myasthenia gravis or Lambert-Eaton syndrome). See "What is the most important information I should know about *DYSPORT*™?"
- allergies to any botulinum toxin product
- had any side effect from any botulinum toxin product in the past
- a breathing problem, such as asthma or emphysema
- swallowing problems
- bleeding problems
- diabetes
- a slow heart beat or other problem with your heart rate or rhythm
- plans to have surgery
- had surgery on your face
- weakness of your forehead muscles (such as trouble raising your eyebrows)
- drooping eyelids
- any other change in the way your face normally looks

### Tell your doctor if you:

- are pregnant or plan to become pregnant. It is not known if *DYSPORT*™ can harm your unborn baby
- are breast-feeding or planning to breast-feed. It is not known if *DYSPORT*™ passes into breast milk

**Tell your doctor about all the medicines you take,** including prescription and nonprescription medicines, vitamins and herbal and other natural products. Using *DYSPORT*™ with certain other medicines may cause serious side effects. **Do not start any new medicines while taking *DYSPORT*™ without talking to your doctor first.**

### Especially tell your doctor if you:

- have received any other botulinum toxin product in the last four months
- have received injections of botulinum toxin, such as Myobloc® (Botulinum Toxin Type B) or Botox® (Botulinum Toxin Type A) in the past; be sure your doctor knows 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

### Ask your doctor if you are not sure if your medicine is one that is listed above.

Know the medicines you take. Keep a list of your medicines with you to show your doctor and pharmacist each time you get a new medicine.

### How should I take *DYSPORT*™?

- *DYSPORT*™ is an injection that your doctor will give you
- *DYSPORT*™ is injected into the affected muscles
- Your doctor may give you another dose of *DYSPORT*™ after 12 weeks or longer, if it is needed
- If you are being treated for CD, your doctor may change your dose of *DYSPORT*™ until you and your doctor find the best dose for you
- The dose of *DYSPORT*™ is not the same as the dose of any other botulinum toxin product

### What should I avoid while taking *DYSPORT*™?

*DYSPORT*™ may cause loss of strength or general muscle weakness, blurred vision, or drooping eyelids within hours to weeks of taking *DYSPORT*™. **If this happens, do not drive a car, operate machinery, or do other dangerous activities. See "What is the most important information I should know about *DYSPORT*™?"**

### What are the possible side effects of *DYSPORT*™?

***DYSPORT*™ can cause serious side effects. See "What is the most important information I should know about *DYSPORT*™?"**

#### Other side effects of *DYSPORT*™ include:

- dry mouth
- injection site discomfort or pain
- tiredness
- headache
- neck pain
- muscle pain
- eye problems: double vision, blurred vision, decreased eyesight, problems with focusing the eyes (accommodation), drooping eyelids, swelling of the eyelids
- allergic reactions. Symptoms of an allergic reaction to *DYSPORT*™ may include: itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Tell your doctor or get medical help right away if you get wheezing or asthma symptoms, or if you get dizzy or faint

**Tell your doctor if you have any side effect that bothers you or that does not go away. These are not all the possible side effects of *DYSPORT*™. For more information, ask your doctor or pharmacist.**

**Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.**

### General information about *DYSPORT*™:

Medicines are sometimes prescribed for purposes other than those listed in a Medication Guide.

This Medication Guide summarizes the most important information about *DYSPORT*™. If you would like more information, talk with your doctor. You can ask your doctor or pharmacist for information about *DYSPORT*™ that is written for healthcare professionals. For more information about *DYSPORT*™ call 877-397-7671 or go to [www.dysport.com](http://www.dysport.com) or [www.DysportUSA.com](http://www.DysportUSA.com).

### What are the ingredients in *DYSPORT*™?

Active ingredient: (botulinum toxin Type A)  
Inactive ingredients: human albumin, and lactose. *DYSPORT*™ may contain cow's milk protein.

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This Medication Guide has been approved by the U.S. Food and Drug Administration.

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