

“Lose Your 11”

BOTOX® Cosmetic: Myths and Facts

Myth#1 – BOTOX® Cosmetic is a poison; BOTOX® Cosmetic is botulism (food poisoning)

Fact – BOTOX® Cosmetic is not a poison and is not botulism. It is a purified protein and a finished medical prescription product.

Myth#2 – BOTOX® Cosmetic is not safe; it is too new; not enough is known about it

Fact – BOTOX® has been used therapeutically for over 16 years to treat a variety of medical conditions. It is approved in more than 75 countries. The same formulation with dosing specific to moderate to severe glabellar lines was approved by the US Food and Drug Administration (FDA) in 2002 as BOTOX® Cosmetic.

Myth#3 – BOTOX® Cosmetic is a filler

Fact – Unlike fillers, BOTOX® Cosmetic doesn't fill in facial lines. BOTOX® Cosmetic relaxes the muscles underneath the skin that cause the frown lines between the brows.

Myth#4 – There are creams that are better than BOTOX® Cosmetic

Fact – There is no clinical evidence that supports that topical creams work better than BOTOX® Cosmetic. Topical creams work well on the surface of the skin. BOTOX® Cosmetic works below the surface of the skin to relax the muscles that cause frown lines to form.

Myth#5 – BOTOX® Cosmetic is too expensive

Fact – The cost of BOTOX® Cosmetic typically ranges between \$300 to \$500 to treat the “11” - about \$3 on a daily basis.

Myth#6 – BOTOX® Cosmetic is only for vain people

Fact – Based on the ASAPS survey, most respondents were hardworking mothers.

Myth#7 – BOTOX® Cosmetic builds up in the body over time

Fact – No. BOTOX® Cosmetic does not accumulate in the body.

Myth#8 – It is difficult to confirm whether I am receiving authentic BOTOX® Cosmetic

Fact – BOTOX® Cosmetic has an easy to see hologram that confirms it is the authentic Allergan product.

Myth#9 – BOTOX® Cosmetic can only be given by a plastic surgeon

Fact – BOTOX® Cosmetic should be administered only by experienced aesthetic – specialty physicians, including plastic surgeons, dermatologists, ophthalmologists, and oculoplastic surgeons.

Myth#10 – BOTOX® Cosmetic will leave you with a frozen face, or will give you an unnatural “startled” look

Fact – BOTOX® Cosmetic is a technique-sensitive procedure. When administered by an experienced physician, you should not lose the ability to show expression.

Myth#11 – BOTOX Cosmetic is not needed if you have had plastic surgery

Fact – Even after surgery, strong frown muscles can still be active in forming the “11”.

