

# A patient's guide to aesthetic medicine

See Important Safety Information on slides 7 and 8

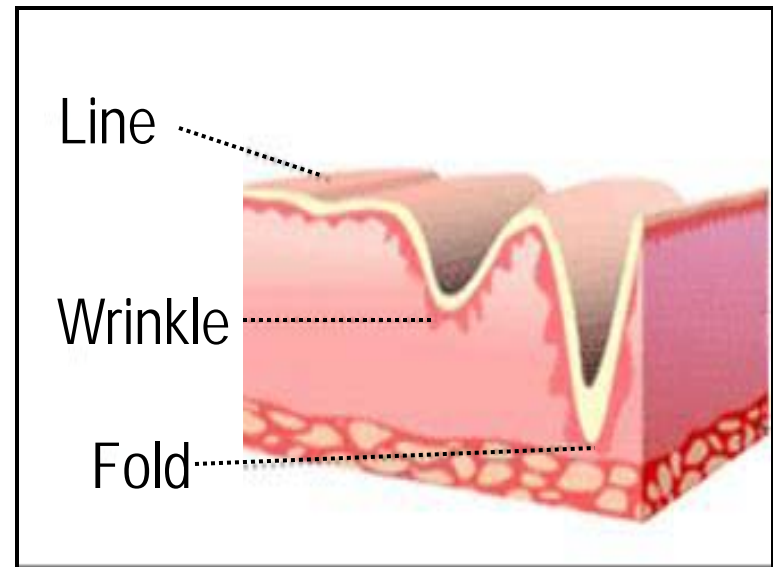
1 *Perlane*<sup>®</sup>

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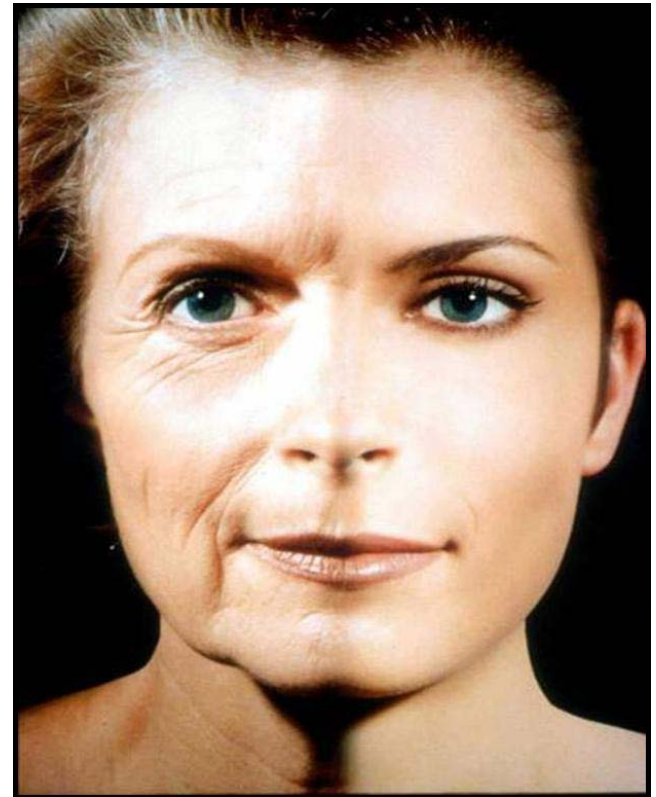
# What happens as we age?

- Young skin is smooth and elastic
- As we age, skin loses volume and wrinkles appear
- This is due, in part, to skin losing its ability to produce enough of a naturally occurring substance called hyaluronic acid (HA)



# Facial Aging

- Thinning of the dermis and atrophy of fat pads
- Loss of elasticity
- Greater visibility of bony landmarks, blood vessels, wrinkles, and furrows
- Transverse forehead lines
- Lowering of the eyebrows
- Descent of the corners of the mouth
- Ptosis of nasal tip



For illustration purposes only; not actual results.

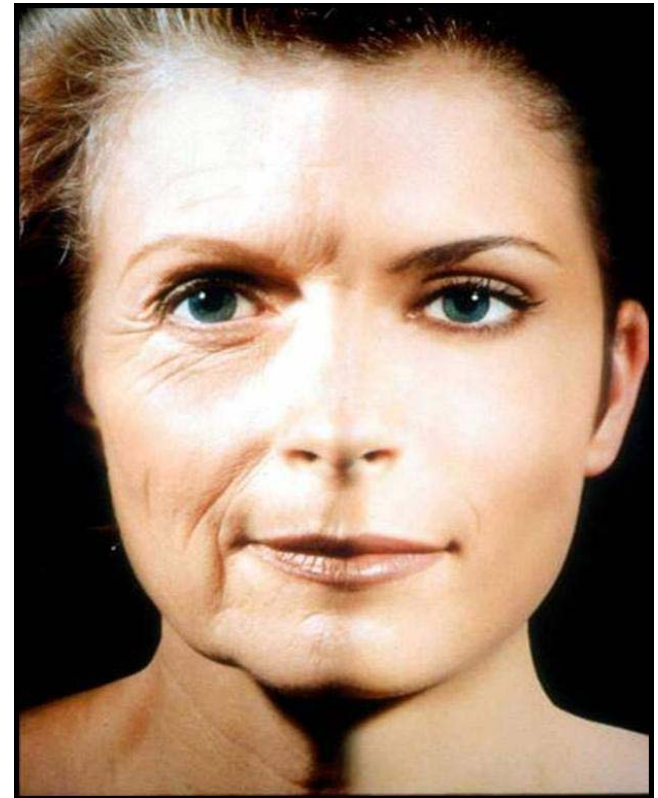
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# Manifestations of Aging in the Lower Face

- Prominence of the nasolabial folds
- Deepening of the nasolabial groove
- Ptosis of commissure
- Thinning of the lips
- Flattening and lengthening of the upper lip
- Depression of the prejowl region
- Atrophy of cupid's bow



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# What can be done?

- Dermal fillers with HA are an effective nonsurgical option
  - Fillers can restore lost facial volume to fill in lines and soften folds (such as the lines from your nose to the corners of your mouth)

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# Considerations with dermal fillers

- Nonpermanent vs. permanent
- Short-term and long-term side effects
- Allergy testing requirements
- Ease of use and reversibility
- Cost-effective for patients
- Where they can be used
- Natural-looking results

# The *Restylane*<sup>®</sup> family of products: innovative dermal fillers

- *Restylane*<sup>®</sup> was the first cosmetic dermal filler made from hyaluronic acid
- The hyaluronic acid in *Restylane*<sup>®</sup> has been modified slightly to last longer than the body's own hyaluronic acid



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# Restylane® and Perlane®: provide natural-looking results

- *Restylane*® and *Perlane*® have been used by dermatologists and plastic surgeons worldwide since 1996 and 2000, respectively
- *Restylane*® and *Perlane*® were approved for US in December 2003 and May 2007, respectively
- Contains biotechnologically derived HA. Human skin naturally contains hyaluronic acid
- Free from animal proteins. This reduces the risk of animal-based disease transmission or allergic reaction
  - *Restylane*® and *Perlane*® should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria
- *Restylane*® has a well established safety profile
  - More than 1.4 million *Restylane*® treatments in the U.S.

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# Restylane® Safety Considerations

- *Restylane*® restores volume and fullness to the skin to correct moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds). After your treatment, you might have some swelling and redness. This will normally last less than seven days. Although rare, red or swollen small bumps may occur. If you have had facial cold sores before, an injection can cause another outbreak. In rare circumstances, the doctor may inject into a blood vessel, which can damage the skin. To avoid bruising and bleeding, you should not use *Restylane*® if you have recently used drugs that thin your blood or prevent clotting. If you are pregnant, breastfeeding, or under 18, you shouldn't use *Restylane*®.
- *Restylane*® should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria, or by people with previous bad allergies to drugs that have required in-hospital treatment. *Restylane*® should not be injected anywhere except the skin or just under the skin.
- The use of *Restylane*® at the site of skin sores, pimples, rashes, hives, cysts, or infection should be postponed until healing is complete. Use of *Restylane*® in these instances could delay healing or make your skin problems worse.

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# Perlane® Safety Considerations

- *Perlane*® restores volume and fullness to the skin to correct moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds). After your treatment, you might have some swelling, redness, pain and bruising. This will normally last less than seven days. Although rare, red or swollen small bumps may occur. If you have had facial cold sores before, an injection can cause another outbreak. In rare circumstances, the doctor may inject into a blood vessel, which can damage the skin. To avoid bruising and bleeding, you should not use *Perlane*® if you have recently used drugs that thin your blood or prevent clotting. If you are pregnant, breastfeeding, or under 18, you shouldn't use *Perlane*®.
- *Perlane*® should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria; by people with previous bad allergies to drugs that have required in-hospital treatment; or by people with bleeding disorders. *Perlane*® should not be injected anywhere except the skin or just under the skin.
- The use of *Perlane*® at the site of skin sores, pimples, rashes, hives, cysts, or infection should be postponed until healing is complete. Use of *Perlane*® in these instances could delay healing or make your skin problems worse.

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8 *Perlane*®

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# *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> are long-lasting - about six months

- Proven to deliver long-lasting results
  - *Restylane*<sup>®</sup> lasts about 6 months
  - *Perlane*<sup>®</sup> lasts at least 6 months in the majority of patients\*
- With *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup>, talk to your doctor about scheduling a follow-up appointment in about six months

\*In 2 clinical studies, the number of patients maintaining  $\geq$  one unit improvement at six months was 63% and 71% respectively. Please talk to your physician about these results and about treatment duration in general.

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# How does my doctor know when to use *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup>

- Your doctor will decide which product is right for you based on a personal evaluation
- *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> replace lost volume and restore youthful contours to the skin to smooth away facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds)
- *Restylane*<sup>®</sup> will add structural support and lift to your nasolabial folds
- *Perlane*<sup>®</sup> gel particles are larger and designed for deeper injection than *Restylane*<sup>®</sup> and will add volume to your nasolabial folds

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# Does *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup> require an allergy test?

- **The *Restylane*<sup>®</sup> family of products**
  - Does not require an allergy test prior to product administration
  - Is virtually free from animal proteins
    - This limits the risk of animal-based disease transmissions or allergic reaction
    - *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria, or by people with previous bad allergies to drugs that have required in-hospital treatment

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# How are *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> different from Botox<sup>®</sup> Cosmetic?

- Botox<sup>®</sup> Cosmetic and *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> are used to correct different facial wrinkles and work in different ways
- *Restylane*<sup>®</sup> products are cosmetic fillers injected into the skin, adding volume to smooth wrinkles such as the lines from your nose to the corners of your mouth (nasolabial folds)
- Botox<sup>®</sup> Cosmetic (Botulinum Toxin A) relaxes the muscles that cause frown lines between your eyebrows

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# How much do *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> treatments cost?

- Treatment with *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup> is customized to your specific needs, so the cost will vary from patient to patient
- In general, the cost of a treatment is comparable to the cost of similar procedures

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# What should patients do prior to treatment?

- There are things you can do before being treated with the *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup> that may improve your experience and reduce the risk of certain adverse events
  - Avoid using St. John's Wort, high doses of vitamin E supplements, aspirin, or nonsteroidal anti-inflammatory medications, for one week prior to treatment because these may increase bruising or bleeding at the injection site
  - If you have previously suffered from facial cold sores, discuss this with your physician . He or she may consider prescribing a medication to minimize recurrence

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# Treatment: achieving the look you desire

- *Restylane*<sup>®</sup> products are injected directly into the skin in small amounts by an ultra fine needle
- The procedure can usually be accomplished in just one visit to the doctor and the results are nearly instantaneous
- Your doctor will decide if you need *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup>

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# How much discomfort will I feel?

- Some patients find facial injections more uncomfortable than others
- To increase your comfort, your doctor will assess your need for pain management and determine what technique is right for you

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# What to do after treatment

- Cold compresses (a cloth dipped in cold water, wrung out, and applied to the injected area) may be used immediately after treatment to reduce swelling
- Avoid touching the treated area within six hours following treatment so you do not accidentally injure your skin. After that, the area can be gently washed with soap and water.
- Until there is no redness or swelling, avoid exposure of the treated area to intense heat (sun lamp or sun bathing) or extreme cold weather
- If you have previously suffered from facial cold sores, discuss this with your physician . He or she may consider prescribing a medication to minimize recurrence
- Avoid taking aspirin, nonsteroidal anti-inflammatory medications, St. John's Wort, and high doses of Vitamin E supplements for one week after treatment. These agents may increase bruising and bleeding at the injection site

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# Results with the *Restylane*<sup>®</sup> family of products

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*Perlane*<sup>®</sup>

*Restylane*<sup>®</sup>  
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# Results with the *Restylane*<sup>®</sup> family of products

- Creates volume to smooth facial folds and wrinkles, such as the lines from your nose to the corners of your mouth (nasolabial folds)
- Natural-looking enhancement
- Effects are long-lasting, generally last for about six months with *Restylane*<sup>®</sup> and at least six months for *Perlane*<sup>®</sup> in a majority of patients<sup>1,2</sup>



1. *Restylane*<sup>®</sup> [package insert]. Scottsdale, Ariz; Medicis Aesthetics Holdings, Inc; 2004; 2. *Perlane*<sup>®</sup> [package insert]. Scottsdale, Ariz; Medicis Aesthetics Holdings, Inc; 2007.

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# Perlane® results



Nasolabial folds before



After 2.5 *Perlane*® 1 mL syringes  
Individual results may vary

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# Perlane® results



Nasolabial folds before



After two *Perlane*® 1 mL syringes  
Individual results may vary

# Restylane® results



Nasolabial folds before



After one *Restylane*® 1 mL syringe

Individual results may vary

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# Restylane<sup>®</sup> results



Nasolabial folds before



After two Restylane<sup>®</sup> 1 mL syringes

Individual results may vary

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# Restylane® results



Nasolabial folds before



After three Restylane® 1 mL syringes

Individual results may vary

# Restylane® results



Nasolabial folds before



After two *Restylane*® 1 mL syringes

Individual may vary results

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# Restylane® results



Nasolabial folds before



After three *Restylane*® 1 mL syringes

Individual results may vary

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# Restylane® results



Nasolabial folds before



After two *Restylane*® 1 mL syringes

Individual results may vary

See Important Safety Information on slides 7 and 8

# Restylane® results



Nasolabial folds before



After two *Restylane*® 1 mL syringes

Individual results may vary

See Important Safety Information on slides 7 and 8

# *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> redefining beauty<sup>™</sup>

- *Restylane*<sup>®</sup> lasts about 6 months\*
- *Perlane*<sup>®</sup> lasts at least 6 months in the majority of patients\*
- No allergy testing required
- 1.4 million *Restylane*<sup>®</sup> treatments in the U.S.
- Well-defined safety profile
- Results are virtually instantaneous

**Ask for *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup> by name!**

\*In 2 clinical studies, the number of patients maintaining  $\geq$  one unit improvement at six months was 63% and 71% respectively. Please talk to your physician about these results and about treatment duration in general.

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*Perlane*<sup>®</sup>

*Restylane*<sup>®</sup>  
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# Product and safety information

- *Restylane*<sup>®</sup> and *Perlane*<sup>®</sup> are available only through a licensed practitioner. Complete product and safety information is available at [www.RestylaneUSA.com](http://www.RestylaneUSA.com) or by calling 800-550-5115
- Visit [www.RestylaneUSA.com](http://www.RestylaneUSA.com) to register for exclusive offers and benefits
  - This site features
    - *Restylane Rewards*<sup>®</sup> - treatment with *Restylane*<sup>®</sup> or *Perlane*<sup>®</sup> qualifies patients for rewards
    - Demonstrations and videos
    - Newsletters
    - Before and after photos

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