



EXPERIENCE SMOOTH COMFORT



Kiss those
lines
goodbye!™

**Parentheses have a place
(but not on your face).®**

JUVÉDERM® XC is a more comfortable* way to smooth out the lines along the sides of your nose and mouth for up to one year with only one treatment.†



*When compared to the nonlidocaine JUVÉDERM® injectable gel formulations.

† This includes all JUVÉDERM® injectable gel formulations. Most subjects acquired optimal correction at initial treatment. Some subjects required up to 2 touch-ups to achieve optimal correction.

Please see important safety information on back cover.



How parentheses appear on your face

Young, healthy-looking skin contains an abundance of a naturally hydrating substance called *hyaluronic acid* (HA). But as you age, time, sunlight, and other factors can reduce the amount of HA in your skin. The lack of HA causes your skin to lose structure and volume — creating unwanted facial wrinkles and folds, like those *parentheses* lines around your nose and mouth.

How JUVÉDERM® XC makes them disappear...

JUVÉDERM® XC helps replace the HA your skin has lost, adding volume to smooth away facial wrinkles and folds. JUVÉDERM® XC achieves its smooth consistency due to an innovative manufacturing process called HYLACROSS™ technology.

HYLACROSS™ gives JUVÉDERM® XC its unique smooth-gel properties as well as robust gel structure that holds up over time. That's why JUVÉDERM® XC is the first *smooth-consistency* HA gel and the only HA filler that's FDA approved* to *last up to 1 year* with only 1 treatment.†

...with improved comfort‡

JUVÉDERM® XC is formulated with lidocaine, a common anesthetic, to provide a *more comfortable*‡ experience during and after treatment. JUVÉDERM® XC provides the smooth, natural-looking results you expect with the improved comfort you want.

Everyone will notice
but no one will know


EXPERIENCE SMOOTH COMFORT

*In the United States, JUVÉDERM® injectable gel is indicated for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).

†This includes all JUVÉDERM® injectable gel formulations. Most subjects acquired optimal correction at initial treatment. Some subjects required up to 2 touch-ups to achieve optimal correction.

‡When compared to the nonlidocaine JUVÉDERM® formulations.

Please see important safety information on back cover.

JUVÉDERM® is the #1 selling dermal filler in the US^{1,†}

84% of patients surveyed believe that JUVÉDERM® effectively reduces the appearance of facial wrinkles and folds (n = 127)^{2,‡}

85% of patients surveyed believe that JUVÉDERM® provides a smooth, natural look (n = 127)^{2,‡}

JUVÉDERM® XC lasts up to **1 year** with only **1 treatment**[§]



Before

Individual results may vary.



After 1 year

2 syringes
JUVÉDERM® Ultra (1.6 mL)

Nasolabial Folds
or Parentheses*

Vertical Lip Lines*

Marionette Lines*

Oral Commissures*

Chin Wrinkles*

What you can expect with treatment

You can experience JUVÉDERM® XC injectable gel with a quick, in-office procedure and minimal downtime. Your healthcare professional eases JUVÉDERM® XC under your skin to instantly smooth out the wrinkles and folds on your face. You'll see the difference instantly!

Enjoy the benefits

To sign up for the *Brilliant Distinctions*® Program, all you have to do is visit www.juvederm.com and fill out a simple form. You will receive treatment reminders, exclusive offers, special event invitations, exciting new product information, and more!



EXPERIENCE SMOOTH COMFORT

[†] January through April 2010.

[‡] This survey was conducted with 127 JUVÉDERM® users. The survey participants were asked if the following statements apply to the JUVÉDERM® brand:

1. JUVÉDERM® is effective at reducing the appearance of facial lines/wrinkles/folds.
2. JUVÉDERM® provides a smooth and natural look.

[§] This includes all JUVÉDERM® injectable gel formulations. Most subjects acquired optimal correction at initial treatment. Some subjects required up to 2 touch-ups to achieve optimal correction.

*In the United States, JUVÉDERM® injectable gel is indicated for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).

Please see important safety information on back cover.

See the difference with JUVÉDERM® XC

JUVÉDERM® XC has been tested on both female and male patients and all skin types, so everyone can enjoy the benefits.³ JUVÉDERM® XC is also available in two formulations, JUVÉDERM® Ultra XC and JUVÉDERM® Ultra Plus XC. Your healthcare professional will

determine which formulation is right for you. Common side effects with JUVÉDERM® XC usually are mild or moderate.

Be sure to ask your healthcare professional any questions you may have about treatment with JUVÉDERM® XC.



3 syringes
JUVÉDERM® Ultra (0.8 mL)
JUVÉDERM® Ultra Plus (1.6 mL)



2 syringes
JUVÉDERM® Ultra (1.6 mL)



2 syringes
JUVÉDERM® Ultra (1.6 mL)



1 syringe
JUVÉDERM® Ultra (0.8 mL)

Individual results may vary.

Unretouched photos of JUVÉDERM® injectable gel patients. These photos are not of clinical trial subjects. Adding lidocaine does not change the effectiveness of the product.

Please see important safety information on back cover.

A Brief Description of Indications for Use, Contraindications, Warnings, Precautions, and Adverse Events for JUVÉDERM® Injectable Gel

Indication: In the United States, JUVÉDERM® injectable gel (including JUVÉDERM® Ultra, JUVÉDERM® Ultra Plus, JUVÉDERM® Ultra XC, and JUVÉDERM® Ultra Plus XC) is indicated for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).

Contraindications: JUVÉDERM® injectable gel should not be used in patients who have severe allergies marked by a history of anaphylaxis or history or presence of multiple severe allergies. JUVÉDERM® should not be used in patients with a history of allergies to Gram-positive bacterial proteins. JUVÉDERM® Ultra XC and JUVÉDERM® Ultra Plus XC should not be used in patients with a history of allergies to lidocaine.

Warnings: JUVÉDERM® injectable gel should not be injected into blood vessels. If there is an active inflammatory process or infection at specific injection sites, treatment should be deferred until the underlying process is controlled.

Precautions: The safety of JUVÉDERM® for use during pregnancy, in breastfeeding females, or in patients under 18 years has not been established. The safety and effectiveness of JUVÉDERM® injectable gel for the treatment of areas other than facial wrinkles and folds (such as lips) have not been established in controlled clinical studies. Patients who are using substances that can prolong bleeding, such as aspirin or ibuprofen, as with any injection, may experience increased bruising or bleeding at injection site. Patients should inform their physician before treatment if they are using these types of substances. As with all skin-injection procedures, there is a risk of infection. JUVÉDERM® should be used with caution in patients on immunosuppressive therapy, or therapy used to decrease the body's immune response, as there may be an increased risk of infection. The safety of JUVÉDERM® in patients with a history of excessive scarring (eg, hypertrophic scarring and keloid formations) and pigmentation disorders has not been studied. If laser treatment, chemical peel, or any other procedure based on active dermal response is considered after treatment with JUVÉDERM® injectable gel, or if JUVÉDERM® is administered before the skin has healed completely after such a procedure, there is a possible risk of an inflammatory reaction at the treatment site.

Adverse events: The most commonly reported side effects are temporary injection-site redness, swelling, pain/tenderness, firmness, lumps/bumps, and bruising. Most side effects are mild or moderate in nature, and their duration is short lasting (7 days or less).

Important: For full safety information, please visit www.juvederm.com or call Allergan Product Support at 1-877-345-5372.

CAUTION: Rx only.



1. Data on file, Allergan, Inc., April 2010; US Facial Injectables Market Share Report; GuidePoint Global Filler Share Tracker. 2. Data on file, Allergan, Inc., January 27, 2010; Facial Injectables Consumer User Tracker Summary Roll-Up 2008-2009. 3. Weinkle SH, Bank DE, Boyd CM, Gold MH, Thomas JA, Murphy DK. A multi-center, double-blind, randomized controlled study of the safety and effectiveness of JUVÉDERM® injectable gel with and without lidocaine. *J Cosmet Dermatol.* 2009;8(3):205-210.