

## Helping More Women Dress For Success

(NAPSA)—A polished, professional image can help you express success. That's the advice from Joi Gordon, CEO of not-for-profit Dress for Success Worldwide, an organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and life. Ms. Gordon offers these tips to help women "look the part" in any professional setting:

- **A Fresh Face**—Opt for clean makeup in a neutral palette—think brown, taupe or soft peach hues. Don't let your makeup overpower you.

- **Keep It Simple**—When choosing an outfit, go for neat and tailored clothing in simple colors, such as beige, navy or black. Let your personality shine through by adding classic, understated jewelry or accessories.

- **Stay Positive**—Be confident in your abilities and expressions while also being respectful. Smile genuinely, look others in the eye, give a firm handshake and most importantly, always be yourself.

In honor of working women who have made BOTOX® Cosmetic (Botulinum Toxin Type A) the most popular physician-administered aesthetic treatment for the last seven years<sup>1</sup>, actress and singer



**Actress and singer Vanessa Williams spearheads a campaign to help women succeed in the workplace.**

Vanessa Williams is teaming up with Allergan, Inc., the maker of BOTOX® Cosmetic, to launch a new charitable education campaign benefiting Dress for Success through a \$250,000 donation from Allergan to help the organization continue their mission.

Up to \$50,000 of the total donation will be generated through an online drive, with Allergan donating \$2 on behalf of each of the first 25,000 people who visit and register at [www.ExpressSuccessCampaign.com](http://www.ExpressSuccessCampaign.com).

"As a working woman and actress, I know how important it is to 'dress for success' when inter-

viewing for a new position or in any professional setting. It's no secret that I receive BOTOX® Cosmetic treatments, which is a quick procedure that reduces the two frown lines in between my brows that look like an '11' and give me a tired or stressed appearance," says Williams. "For me, putting my best face forward means finding ways to help other women express their own success, personally and professionally. That's why I'm so excited to be involved with the campaign."

When pledging support on the Web site, people also can enter for the chance to win a trip for two to New York City to have lunch with Vanessa Williams, read Vanessa's personal blog, get interview and workplace tips and view an inspirational video featuring Vanessa Williams and three Dress for Success graduates.

Additionally, the Web site includes information about how to register to attend educational events featuring Vanessa Williams, Joi Gordon and an experienced aesthetic-specialty physician who will provide accurate information about BOTOX® Cosmetic and answer questions about what to expect from treatment. Attendees will be asked to donate nearly new professional attire as a cost of entry.

To get involved, visit [www.ExpressSuccessCampaign.com](http://www.ExpressSuccessCampaign.com).

<sup>1</sup>American Society of Plastic Surgeons; 2002, 2003, 2004, 2005, 2006, 2007, 2008 Procedural Statistics. Available at [http://www.plasticsurgery.org/Media/Press\\_Kits/Procedural\\_Statistics.html](http://www.plasticsurgery.org/Media/Press_Kits/Procedural_Statistics.html).



### Indication

BOTOX® Cosmetic is approved for the temporary treatment of moderate to severe frown lines between the brows in people ages 18 to 65.

### Important Safety Information

BOTOX® Cosmetic injections should not be given to people who have an infection where the physician proposes to inject. They should not be given to people who are known to be sensitive to any ingredient in BOTOX® Cosmetic.

Serious heart problems and serious allergic reactions have been reported rarely. If you think you are having an allergic reaction or other reactions, such as difficulty swallowing, speaking, or breathing, call your doctor immediately. The most common side effects following injection include temporary eyelid droop and nausea. Localized pain, infection, inflammation, tenderness, swelling, redness and/or bleeding/bruising may be associated with the injection. Patients with certain neuromuscular disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects.

### Additional Important Safety Information

The FDA on April 30, 2009, in its update to the early communication sent in 2008, gave the following recommendations:

- Understand that dosage strength (potency) expressed in "Units" or "U" are different among the botulinum toxin products; clinical doses expressed in units are not interchangeable from one botulinum toxin product to another.

- Be alert to and educate patients and caregivers about potential adverse events due to distant spread of botulinum toxin effects following local injections including: unexpected loss of strength or muscle weakness, hoarseness or trouble talking (dysphonia), trouble saying words clearly (dysarthria), loss of bladder control, trouble breathing, trouble swallowing, double vision, blurred vision and drooping eyelids.

- Understand that these adverse events have been reported as early as several hours and as late as several weeks after treatment.

- Advise patients to seek immediate medical attention if they develop any of these symptoms.

For BOTOX® Cosmetic full product information, please visit [www.BOTOXCosmetic.com](http://www.BOTOXCosmetic.com).

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