

Encouraging Women's Freedom Of Expression

(NAPSA)—Today's women are playing an ever-increasing role in government and the shaping of policy. Once denied things like voting rights and executive roles, women are now holding positions of significant power, ranging from CEO to senator. Recent generations of women have found themselves free to express themselves personally, professionally and politically—a freedom that has led to a larger percentage of women voting than men in past elections.

You might wonder what has changed to make women one of the most coveted demographics for political candidates. Academy Award®-nominated actress Virginia Madsen believes it's the confidence that comes from having choices unavailable to previous generations that allows women the freedom to express themselves. That is why Madsen has teamed up with the League of Women Voters and BOTOX® Cosmetic (botulinum toxin type A) for the *Freedom of Expression through Film* public awareness campaign. Women have many ways to express themselves—from roles in the political arena to overall approaches to managing a healthy lifestyle, including every-



Women are expected to speak their minds about politics, health and beauty this year.

thing from eating right and exercising to new approaches to beauty and aging gracefully. Through this campaign, Madsen is encouraging women to express themselves in life, politics and beauty by voting for what they believe in and approaching a healthy lifestyle in their own way.

"I am thrilled to be partnering with BOTOX® Cosmetic and the League of Women Voters on this important initiative," Madsen says. "The *Freedom of Expression through Film* campaign encour-

ages women to express themselves openly and honestly and underscores the importance of making educated, informed choices about life and beauty."

Madsen is one of the few actresses to go against the Hollywood grain and discuss her treatment with BOTOX® Cosmetic. She says, "For me, the decision to share my experience and beauty insights was one I made for myself and not something I felt I should have to defend or hide. I approached it as I do all things in my life—I informed and educated myself, and made the right decision in partnership with my doctor."

Coinciding with a public service announcement from the League featuring Madsen, the campaign includes a series of educational events around the country offering on-site voter registration where Madsen and the League urge women to "get out the vote."

For more information about voter registration, visit www.VOTE411.org.

For more information about BOTOX® Cosmetic or to find an aesthetic specialty physician near you, visit www.BOTOXCosmetic.com.



Note to Editors:

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

Important Safety Information

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 effects.

For more information on BOTOX® Cosmetic, visit www.BOTOXCosmetic.com.

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