

Longer-Lasting Ways To Counter The Appearance Of Facial Aging

(NAPSA)—There's encouraging news for anyone who is concerned about facial wrinkles, especially the creases around the mouth that look like parentheses.

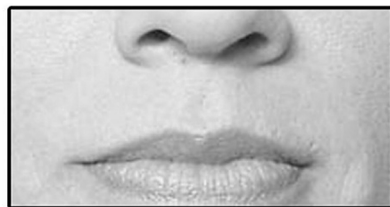
As the skin ages and is exposed to environmental pollutants and ultraviolet rays, the cells lose the ability to produce a substance known as hyaluronic acid. Hyaluronic acid is a natural complex sugar found throughout all living animals that retains water—absorbing more than 1,000 times its weight—and adds volume to the skin's surface. As cells age and hyaluronic acid is lost, the skin begins to lose volume, often resulting in the formation of facial wrinkles and folds.

Fortunately, there are effective ways to replace the missing hyaluronic acid and restore skin volume.

In 2003, the U.S. Food and Drug Administration (FDA) approved the first hyaluronic acid dermal filler for the correction of moderate to severe facial wrinkles and folds. Today, hyaluronic acid-based dermal fillers are the fastest-growing, non-surgical aesthetic procedure in the United States, according to the American Society for Aesthetic Plastic Surgery.*



Before



After



New dermal fillers can smooth out the creases around the mouth that look like parentheses for up to a year.

“Most patients and physicians want fillers that are long lasting because they provide a natural look that can be adjusted over time as the face changes,” said Mark Pinsky, M.D., a West Palm Beach, Florida-based plastic surgeon. “Recently, the FDA approved label extensions for JUVÉDERM™ Ultra and JUVÉDERM™ Ultra Plus. They are the only hyaluronic acid dermal filler products currently approved in the United States to provide smooth, natural-looking results lasting up to one year with a single treatment.”

Unlike the older FDA-approved hyaluronic acid dermal filler formulations, JUVÉDERM™ Ultra and JUVÉDERM™ Ultra Plus are the next-generation of hyaluronic acid dermal fillers and are developed using a proprietary, technologically advanced manufacturing process

that results in a malleable, smooth gel, which provides patients with a smooth, natural look and feel.

In addition, JUVÉDERM™ is the first FDA-approved hyaluronic acid dermal filler that is proven to be safe and effective for persons of color.

When administered by a trained aesthetic-specialty physician, treatment with hyaluronic acid dermal fillers can be performed quickly and require minimal downtime. Following a facial analysis by the physician and a discussion of the desired outcome, procedures such as JUVÉDERM™ dermal fillers require only a brief in-office visit and take an average of 15 minutes to perform.

To locate an aesthetic-specialty physician in your area, please visit the “physician locator” at www.JUVEDERM.com.

*Note to Editors: **Important JUVÉDERM™ Dermal Filler Safety Information:** In the U.S., JUVÉDERM™ injectable gel is indicated for injection into the mid-to-deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds) and is generally well tolerated. The most commonly reported side effects are temporary injection-site redness, swelling, pain/tenderness, firmness, lumps/bumps, and bruising. Exposure of the treated area to excessive sun and extreme cold weather should be minimized until any initial swelling and redness have resolved. If laser treatment, chemical peel, or any other procedure based on active dermal response is considered after treatment with JUVÉDERM™ injectable gel, there is a possible risk of anti-inflammatory reaction at the treatment site.*

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. You should inform your physician before treatment if you are using these types of substances. As with all skin-injection procedures, there is a risk of infection. JUVÉDERM™ injectable gel 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™ injectable gel in patients with a history of excessive scarring (e.g., hypertrophic scarring and keloid formations) and pigmentation disorders has not been studied.

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™ injectable gel should not be used in patients with a history of allergies to Gram-positive bacterial proteins. The safety of JUVÉDERM™ injectable gel 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. For full risk information, please visit www.JUVEDERM.com or call the Allergan Product Support line at 1-877-345-5372.

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