

Face Facts

Know Your Wrinkles: Sinkers, Sagers and Squeezers

(NAPSA)—Often, women go through, discard and forget about their skin care products because they are used for the wrong reasons or don't live up to their promise. Dr. Deborah Sherman, a renowned oculoplastic surgeon, says that before starting any new beauty routine, you should see an aesthetic specialty physician (a dermatologist, plastic surgeon or oculoplastic surgeon, among others) to find out exactly what kind of wrinkles are on your face, and the best way to treat them.

She puts the most common facial wrinkles in three categories: Sinkers, Sagers and Squeezers.

According to Dr. Sherman, a sinker is a line caused by loss of collagen or hyaluronic acid in the skin due to repeated facial expressions, such as "smile lines" around the mouth or vertical "lipstick or smoker's lines" that appear above the lip as a result of pursing the lips. Dr. Sherman explains, "Think of when you repeatedly fold a piece of paper, it creates a crease that needs to be filled in to make it smooth again." Physicians most often use hyaluronic acid dermal fillers to fill in creases in the skin, such as the next-generation dermal filler JUVÉDERM™. Available in two strengths, it



Photos courtesy of Dr. Deborah Sherman

Over the past nine months, this patient has received a brow and eyelid lift as well as injections of BOTOX® Cosmetic and JUVÉDERM™.

offers the highest concentration of cross-linked hyaluronic acid available in a dermal filler, which results in a long duration of effect and may be why most patients don't require touch-ups after initial treatment. It's also the only hyaluronic acid dermal filler using Hylacross technology, an advanced manufacturing process that results in a malleable, smooth gel that flows easily into the skin and creates a smooth, natural look and feel. Physicians also may recommend a collagen-based product, such as COSMODERM®, to fill in sinker lines.

The next category is a sagger, which results in excess "hanging" skin, such as droopy eyelids,

pouches under the eyes or skin hanging at the jawline. According to Dr. Sherman, only surgery will correct sagging skin.

Finally, there are the squeezers. "Squeezers are wrinkles caused by overactive muscles in your brow that form vertical lines between your brows that often look like an '11.'" This can make you look tired, stressed and angry. Dr. Sherman treats this area with BOTOX® Cosmetic (Botulinum Toxin Type A) treatment. "BOTOX® Cosmetic is the only FDA-approved treatment of its kind for the temporary treatment of moderate to severe frown lines between the brows in people ages 18-65," said Dr. Sherman. Please see important information on BOTOX® Cosmetic at the bottom of the page.

Of course, there is a place for creams in the beauty routine. Adds Dr. Sherman, "Creams are great for texturizing, diminishing spots and providing crucial protection from the sun's harmful rays."

Dr. Sherman strongly recommends seeking out only licensed and well-trained physicians for treatments. To find a well-trained aesthetic specialty physician, log on to www.BOTOXCosmetic.com or visit www.JUVEDERM.com.

Note to Editors: BOTOX® Cosmetic is indicated for the temporary treatment of moderate to severe frown lines between the brows in people 18 to 65 years of age. BOTOX® Cosmetic is the only product of its type approved by the U.S. FDA for the treatment of moderate to severe frown lines between the brows. BOTOX® Cosmetic should only be administered by a trained and qualified physician.

Important BOTOX® Cosmetic Safety Information: Serious heart problems and serious allergic reactions have been reported rarely. If you think you're having an allergic reaction or other unusual symptoms, such as difficult swallowing, speaking or breathing, call your doctor immediately. The most common side effects following injection are 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. For complete patient safety information, please visit www.BOTOXCosmetic.com.

Important JUVÉDERM™ Dermal Filler Safety Information: In clinical studies, adverse events were usually mild to moderate in nature, did not require intervention and lasted seven days or less. The most common side effects included temporary injection site reactions including redness, pain/tenderness, firmness, swelling, lumps and bumps and bruising. For complete patient safety information, please visit www.JUVEDERM.com.

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