



Health Education Campaign Raises Awareness Of Cervical Dystonia

Philanthropic Campaign Will Award Four Patients \$10,000 To Make A Difference In Their Community

(NAPSA)—A new national health education campaign is working to recognize people who are living with the challenges of cervical dystonia (CD) and now wish to give back to their communities.

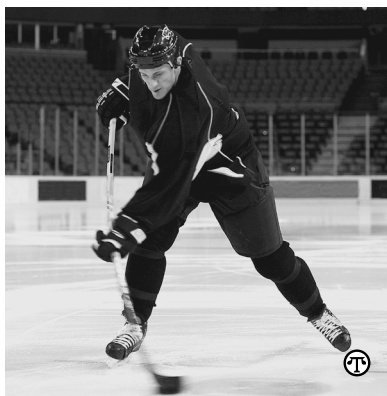
The third most common movement disorder after Parkinson's disease and tremor, CD is a chronic, painful neurological disorder that is characterized by involuntary spasms of the neck muscles that cause twisting, repetitive movements or abnormal postures of the head, and affects about 125,000 Americans.¹

"CD can be painful. It can cause dramatic physical symptoms and has a significant impact on patients' lives," said Dr. John J. Wald, clinical associate professor of neurology at the University of Michigan, Ann Arbor. "There is no cure, but a movement disorder specialist can make CD more manageable through appropriate care and treatment."

Career On Ice

One of the most well-known people afflicted with CD is Rem Murray, a professional ice hockey player who was forced into early retirement when he was diagnosed with the condition at age 31. Because of his health care team, which includes a neurologist and an osteopathic physician, Rem received an accurate diagnosis, prompt treatment with BOTOX® (Botulinum Toxin Type A), and a rigorous physical therapy regimen. With all this, he was able to return to hockey and the thrill of playing in the 2006 Stanley Cup play-offs.

"I was 31 years old and living my childhood dream of playing pro-



Professional ice hockey player Rem Murray is encouraging people with CD to share their stories.

fessional hockey when I was diagnosed with CD; I thought my career was over," Murray recalled. "I know what kind of impact this disease can have and that it can put an end to one's dreams, but effective treatments are available. I joined this campaign because I'm committed to raising awareness of CD, as it has had a profound effect on my life. I want to help and give hope to others who are living with this disease."

Although the disease forced Murray to retire from hockey at the peak of his career, in some ways he was fortunate. He was diagnosed with CD quickly, but a patient with a movement disorder may visit more than 15 doctors over the course of five years before receiving an accurate diagnosis and appropriate treatment. Murray's early diagnosis led to treatment with BOTOX® (Botulinum Toxin Type A) injections—approved

by the U.S. Food and Drug Administration in 2000 for the treatment of CD in adults to decrease the severity of abnormal head position and neck pain associated with cervical dystonia, and one of the most commonly used treatments for CD.

BOTOX® Dreams—A Health Education And Philanthropic Campaign

Allergan, Inc., the maker of BOTOX® (Botulinum Toxin Type A) is inviting patients living with CD to submit an essay describing their struggle with the condition and what treatment with BOTOX® has meant to them.

A panel of judges including Rem Murray, leading neurologists and representatives from patient advocacy organizations will select four CD patients, representing four U.S. regions, and Allergan will provide grants of \$10,000 each to fulfill the philanthropic "wish" of four CD patients. The wish is to provide a service and/or additional resources to a philanthropic and community-focused program of their choice, such as community libraries, senior centers, police and fire departments or other service and/or charitable organizations. By sharing their stories and wishes publicly, these patients will help raise awareness of CD and its impact on one's life and encourage earlier diagnosis and treatment.

For more information about cervical dystonia, BOTOX® treatment and official campaign rules and to obtain an entry form, please visit www.BOTOXMedical.com. Entries must be received by July 21, 2008.



Important BOTOX® (Botulinum Toxin Type A) Information

BOTOX® is approved for the treatment of cervical dystonia in adults to decrease the severity of abnormal head position and neck pain associated with cervical dystonia.

Important Safety Information

Who Should Not Be Treated With BOTOX®

BOTOX® 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 the BOTOX® product.

Warnings

Serious heart problems and serious allergic reactions have been reported rarely. If you think you're having an allergic reaction or other reaction, such as difficulty swallowing, speaking or breathing, call your doctor immediately.

Patients with certain neuromuscular disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects.

Patients with neuromuscular disorders may be at increased risk of clinically significant systemic effects including severe dysphagia (difficulty swallowing) and respiratory compromise from typical doses of BOTOX®.

Dysphagia is a commonly reported adverse event following treatment of cervical dystonia patients with all botulinum toxins. In these patients, there are reports of rare cases of dysphagia severe enough to warrant the insertion of a gastric feeding tube.

Precautions

Patients or caregivers should be advised to seek immediate medical attention if swallowing, speech or respiratory disorders arise.

Side Effects

Localized pain, tenderness and/or bruising may be associated with the injection.

In cervical dystonia, the most common side effects following injection include difficulty swallowing (19 percent), upper respiratory infection (12 percent), neck pain (11 percent) and headache (11 percent).

For full prescribing information, please visit www.BOTOXMedical.com.

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¹ Spasmodic Torticollis (ST) Dystonia Web site. Available at:

http://www.spasmodictorticollis.org/newsroom_QASheet.cfm. Accessed March 31, 2008.