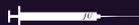




# Natural Beauty without Surgery

Immediate, long lasting smoothing of facial lines  
Simple gentle treatment

*Juvéderm*<sup>®</sup>  
ULTRA 

Juvéderm<sup>®</sup> ULTRA is a range of 3 products

# Love your skin... ♥♥♥

♥ Getting older is a fact of life. Some people age better, while some are lucky enough to look younger.

## What causes the skin to age?

The younger you look, the better you feel about yourself. But age is an unstoppable process and, as the body ages, the appearance and characteristics of our skin change.

Age, hormones, sun exposure, smoking all have part to play, causing fine lines and wrinkles. Skin feels more fragile and less elastic. As our age increases, the hyaluronic acid (HA) content of our skin – which is so important for water retention – decreases. The oil-producing (sebaceous) glands become less active, and your skin becomes drier. The skin also loses fat, so it looks less plump and smooth and it also loses its youthful colour and glow.

While all these changes are taking place, gravity is also at work, pulling at the skin, causing it to sag.

## Help is at hand thanks to Juvéderm® ULTRA

Non-surgical aesthetic treatments are becoming more and more popular because they are quicker, less painful and more subtle than plastic surgery. That's why the Juvéderm® ULTRA range of injectable gels provide a simple, fast answer. It's an exciting new category of dermal fillers based on hyaluronic acid – a substance that occurs naturally in the body. This means it not only fills wrinkles but also replaces what the skin has lost over time.

## Long-lasting Juvéderm® ULTRA

Thanks to Juvéderm® ULTRA, you can look forward to a noticeable improvement and longer lasting results for up to a year.<sup>1</sup>

## Gentle Juvéderm® ULTRA

Because Juvéderm® ULTRA contains pain-reducing Lidocaine, the whole injection process is a more comfortable experience. In fact, Juvéderm® ULTRA is the only hyaluronic acid dermal filler family available today with this built-in anaesthetic. **According to laboratory evaluations, 75% of patients found Juvéderm® ULTRA 3 a less painful experience than treatment not containing Lidocaine.<sup>2</sup>**

## ABOUT NATURAL HYALURONIC ACID

Hyaluronic acid (HA) is a naturally occurring substance found in the body:

- ♥ Helps hydrate and add volume to our skin.
- ♥ One third of the body's HA is naturally removed and replaced every day.
- ♥ Naturally occurring HA decreases drastically with age.

HA is also used by doctors for medical procedures, e.g. eye surgery, tissue engineering. The hyaluronic acid used in Juvéderm® ULTRA is a non-animal one clinically refined to provide very natural and long lasting aesthetic results. It is safe and reabsorbable and the aesthetic effects are reversible.

# UNDERSTANDING your skin

The skin is our principle organ of beauty, touch, pleasure, and sensuality.

The skin is made up of three layers; each plays vital role in maintaining healthy skin.

1. The deepest layer is the hypodermis, made up of fatty tissue that cushions and supports the two layers of skin above it.

2. The middle layer is the dermis. It contains collagen and elastin for form, shape and elasticity, which are constantly renewed in young, healthy skin. Older skin tends to sag and wrinkle because the collagen and elastin levels are reduced. This is also where the blood capillaries, hair follicles, sweat and oil glands are found. As we age, our oil glands become less active and our skin becomes drier and more prone to the formation of fine lines.

3. The top layer or epidermis is where essential cell renewal takes place. In younger skin, cells are replaced about every 15-30 days; as we age, this process takes twice as long.

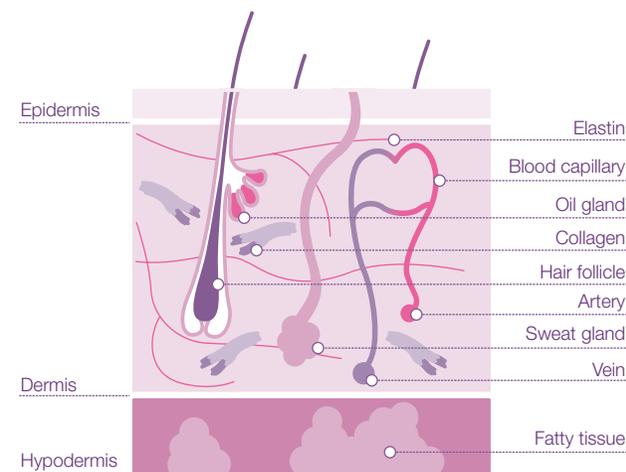
How non-surgical facial aesthetics can help

There are two major components of facial ageing:

- Dynamic lines, which are due to muscular hyperactivity.
- Static lines, which are due to volume loss.

Treating both of these main components of facial ageing leads to natural, balanced and refined outcomes:

- Botulinum Toxin relaxes hyperactive muscles and therefore treats dynamic facial lines.
- Juvederm® ULTRA – a HA filler range – replaces lost volume and treats static facial lines by replenishing the natural hyaluronic acid content of the skin.



What happens to your skin as you get older?

25

Visible ageing of the skin starts and the skin replaces old cells more slowly.

30

More fine lines develop as collagen and elastin start to break down, and our delicate skin under the eyes begins to thin.

40

Deeper lines begin to etch around the mouth and eyes. Furrows appear on the forehead and circles under the eyes may grow into pouches. Skin becomes noticeably drier.

45+

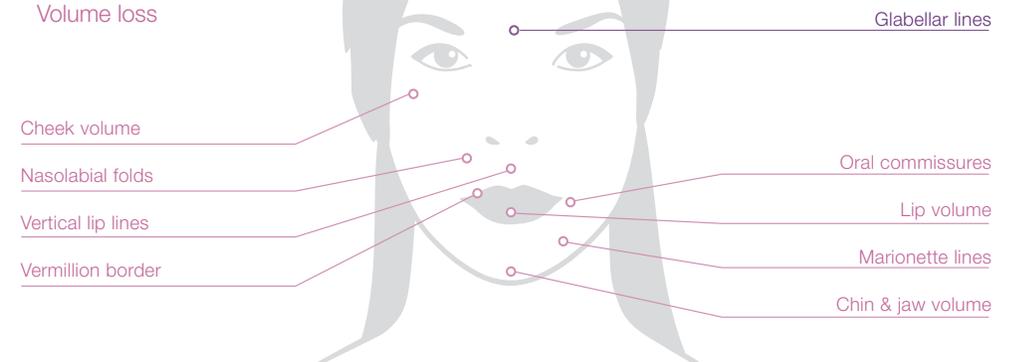
The skin becomes thinner, partly because of hormonal changes, and more sensitive to irritating environmental factors and allergens. The skin loses much of its strength and elasticity.

50+

Age spots start to appear; a common occurrence on more than 90% of fair-skinned people.

There are two major components of facial ageing:

- **Dynamic lines:**  
Muscular hyperactivity
- **Static lines:**  
Volume loss



“ I’m only 35 and my skin just doesn’t feel like it did in my 20s – I’ve noticed that the lines around my mouth and nose are deeper and my lips look thinner than they used to! How can I turn back the clock? ”

SARAH, KINGSTON

**Dr. XXXXX replies:**

One solution might be Juvéderm® ULTRA – it will instantly redefine your lips, smooth away your facial wrinkles and restore your skin’s volume. It provides a smooth, natural look and feel—so everyone will notice (but no one will know!)

# what's right for you?

Why suffer with the unsightliness of lines when you don't have to? Introducing a new category of hyaluronic acid dermal fillers: Juvéderm® ULTRA.

Juvéderm® ULTRA is a range of smooth consistency gels made of hyaluronic acid (HA) — a naturally occurring substance in your skin that helps to add volume and hydration. Your clinician gently eases Juvéderm® ULTRA injectable gels under the skin to instantly restore your skin's volume, smooth away facial wrinkles and folds and redefine lips.

It's a smooth consistency gel that flows easily into the skin for a smooth, natural look and feel. Most of the other hyaluronic acid dermal fillers on the market are made of granular consistency gels which feel gritty — like a face scrub.

Juvéderm® ULTRA range also uniquely contains 0.3% Lidocaine to significantly reduce injection pain for a more comfortable experience.

**Results that last**  
HA is an ideal substance to use for dermal filling because it feels natural in the skin and is long lasting. **97.9% of patients considered the result with Juvéderm® ULTRA 3 as 'excellent' or 'good'.<sup>2</sup>**

Juvéderm® is the only family of HA fillers approved in the US to correct moderate to severe wrinkles and folds for up to one year. **What's more, 75% of patients maintained a 1 grade or greater improvement for up to a year.<sup>1</sup>**

BEFORE



Nasolabial fold correction with Juvéderm® ULTRA 3

AFTER

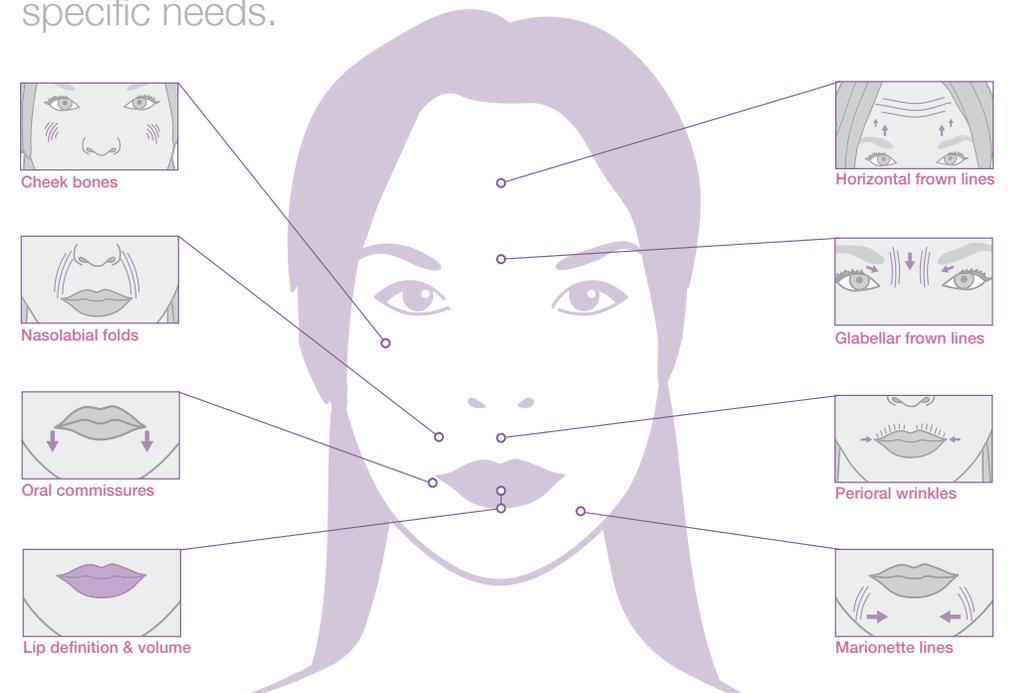


Lip definition and lip volume enhancement with Juvéderm® ULTRA 3



## Total versatility

Your medical practitioner will choose the most appropriate version of Juvéderm® ULTRA products to match your specific needs.



## Top tips for beautiful skin

There are some key steps you can take to protect your skin. You're protecting more than your beauty, you're protecting the body's largest organ. Follow these tips and tricks below to help your skin stay healthy and beautiful.

### Cleanse inside and out

Start your day with a hot glass of water with lemon juice to assist your body in removing toxins. Drink plenty of water to hydrate your skin and offset the lack of humidity.

### Protect your skin

We are exposed to ultraviolet rays even in winter, so protect your skin with a good sunscreen. If you're on the beach or skiing, use an SPF of 30 or more.

### Stay healthy

Eat healthily and make sure you have five pieces of fruit or vegetables a day. Exercise regularly and get a good night's sleep.

### Don't smoke

Smoking is one of the main factors of premature ageing. It causes wrinkles and makes the skin's tiny blood vessels constrict so reducing the much-needed supply of oxygen.

### Limit your exposure to hot water

Warm water will cleanse the skin just as well as hot water without the drying effect. End your bathing routine with a skin oil, lotion, or body butter.

### Moisturise well

Moisturising protects your skin's natural barrier, which holds moisture in your skin and keeps it soft and supple. It also protects from environmental stress.

# 10 Facefacts

you want to know about  
Juvéderm® ULTRA

We put your questions to the experts and here's what they had to say.

## DID YOU KNOW?

- The skin renews itself about every 27 days.
- Visible ageing of the skin starts at about the age of 25.
- The main factor for skin ageing is sun exposure.
- 80 percent of the sun's rays can penetrate light clouds.
- If you're out in the sun and your shadow is shorter than you are, you're more likely to get sunburn.
- Other everyday factors that can cause skin ageing include harsh soaps, long hot baths and hot showers.

### 1. What exactly is hyaluronic acid?

Hyaluronic acid (HA) is a naturally occurring substance found in the body that helps to hydrate and add volume to our skin. Natural hyaluronic acid is broken down by the body in one or two days. Hyaluronic acid is used for aesthetic treatments and has been used by doctors for injection into arthritic joints to aid movement as well as for eye surgery.

### 2. How long is an appointment?

The injection process can take a mere 15-20 minutes. You'll also need to allow time to consult with your clinician before treatment.

### 3. Will the procedure hurt?

The smooth consistency gel of Juvéderm® ULTRA allows your clinician to administer it easily and smoothly. It also contains 0.3% Lidocaine to reduce injection pain for a more comfortable experience.

### 4. Will I notice the difference right away?

Yes, the aesthetic results are immediate. You'll see the results as soon as your appointment is over – and no-one else need know!

### 5. Will I need to take time off work?

Absolutely not! You can have an appointment in your lunch hour and then get right back to your normal routine.

### 6. Are there any side effects?

Following injection, you may experience slight redness, swelling or bruising at the injected area. Your clinician can advise on this. Please be assured that these side effects will not last and can be easily covered up with your usual make-up. However, do not hesitate to get in touch with your clinician in the unlikely event that these reactions last longer than a week or if you experience any other side effects. All skin injection procedures carry a risk of infection.

### 7. How long will the effects last?

This is related to many factors such as:

- Age
- The area where you have the injections
- Quantity of Juvéderm® ULTRA injected
- Quality of skin
- Life style
- Healthiness

However, Juvéderm® is the only family of HA fillers approved by the US FDA to correct moderate to severe wrinkles and folds for up to one year.<sup>1</sup>

### 8. Is there anything I need to know before I have the treatment?

We advise you to avoid using aspirin or other non-steroidal anti-inflammatory drugs (with analgesic, antipyretic and anti-inflammatory effects) a couple of days before your Juvéderm® ULTRA injection. This will reduce the risk of bruising and bleeding at the point of injection.

### 9. When will I need another injection?

Many patients like to book touch-up injections as well as repeat injections to maintain the way they look. Ask your clinician for advice – you'll also receive a Juvéderm® ULTRA beauty passport to keep record of your treatments.

### 10. I've heard about dermal fillers – what makes Juvéderm® ULTRA so special?

- Juvéderm® is the ONLY family of hyaluronic acid (HA) fillers approved in the US to correct moderate to severe wrinkles and folds for up to one year.<sup>1</sup>
- Juvéderm® ULTRA range consists of a smooth consistency gel that flows easily into the skin for a smooth, natural look and feel.
- Most of the other hyaluronic acid dermal fillers are gritty and granular in feel.

For more information, please ask your medical practitioner and refer to the Juvéderm® ULTRA range instruction leaflet.

# Dear diary

Amanda is 35 and getting married to James this autumn. Four weeks ago she had Juvéderm® ULTRA 3 and we asked her to keep a record of her experience.

## Here, she reveals all!

**I've always liked to think that I look after myself but every time I looked in the mirror, I seemed so tired – and old!**

Getting married was the catalyst that made me want to do something about my looks. I wanted to look good but certainly didn't want to end up looking like a 20 year old. I'd thought about surgery but decided I didn't want it because of the cost and because it's so obvious when someone's had it done. I'm a bit of a coward as well, to be honest.

### **We're our own worst critics!**

I'd had an accident when I was 15 and have always been conscious of my looks as I've slight scars on my face. No one else notices them, but

I do. I also have noticeable lines running from my nose down past my mouth so that my mouth appears turned down. I look so miserable yet I'm a really happy person.

### **I knew someone who'd had the treatment – she looked amazing.**

My friend Charlotte is 48; she'd had Juvéderm® ULTRA quite recently. I saw her four days after her appointment and just couldn't believe the difference. So I decided to pluck up courage and book an appointment at a clinic in London. I don't like going to the dentist because I'm a total wuss but Charlotte convinced me this was a breeze by comparison.

“I look and feel like a different woman. When I looked in the mirror this morning I saw this person that I used to know about 10 years ago.”

**Thursday 7 Feb, 8pm** It's the night before and I feel apprehensive but also very excited having seen my friend Charlotte's results. This time tomorrow, I'm going to look different!

**Friday 8 Feb, 9am** Had a good night's sleep. I've put my make up on as normal. I hate going out without it.

**10am** I arrive at the clinic and meet Victoria, the clinician's assistant. She makes me feel really comfortable and says I'll be well looked after. She tells me what good results she has seen with Juvéderm® ULTRA and that my clinician is one of the top guys in his field. I feel a lot more reassured.

**10.10am** I'm asked to fill in a form with general questions about my health and if I've had any previous fillers, Botulinum Toxin or surgery. The answer is no, no and no! Time to remove my make up.

**10.20am** I meet Greg, the clinician. He sits me down in front of a mirror and chats about what I'd like to improve about my face and what I want from the treatment. He then explains exactly what he's going to do and how he'll inject the Juvéderm® ULTRA to fill out my lines. He tells me about the numbing agent in Juvéderm® ULTRA – Lidocaine – which means the process is quite comfortable.

### **This has given me such confidence in myself.**

I'm a fairly confident person anyway as my job is in sales but Juvéderm® ULTRA has given me such an extra boost. I look in the mirror now and feel energised.

He says I'll probably feel the needle for three seconds. Greg then asks if I'm happy and want to carry on.

**10.30am** I sit on the treatment couch and Greg keeps me informed about what he's doing. I felt totally reassured and at ease the whole time.

**10.45am** It's all over! And I didn't feel the injection at all, just a slight touch on the skin. Greg takes me to the mirror and I can see the difference immediately - my lines have disappeared. Greg says I can put make up on but I decide not to: I feel so great. He tells me my new looks could last for up to twelve months.

**10.45am** The clinic give me my Juvéderm® ULTRA beauty passport, so that I can keep a record of future treatments.

**3.00pm** Back home now. It's my day off, as it happens, but the whole treatment has been so quick and simple, I could have gone in my lunch hour. It took no longer than having my nails done.

**6.00pm** James is back from work. He's so surprised and can't believe how instant the results are. He says it really makes me look younger!

### **Will there be a next time?**

Without a shadow of a doubt! Absolutely. Definitely. And next time I won't be nervous. I know I'll come out looking as fantastic as I do now. This has been a really rewarding experience which I'd honestly recommend to anyone.

Take the first step to

# discovering a beautiful you...

Your clinician will give you all the advice you need on how you can get long-lasting results with Juvéderm® ULTRA. All you need to do is arrange a consultation. Your clinician will advise on what treatment is right for you before you receive your beauty treatment. You can easily fit the entire appointment into your lunch hour and you'll see results right away!

“It's so quick and easy. I can't wait to tell my friends.”

HELEN, AGE 51

## PRE CARE

We advise you to avoid using aspirin or other non-steroidal anti-inflammatory drugs (with analgesic, antipyretic and anti-inflammatory effects) a couple of days before your Juvéderm® ULTRA injection. This will reduce the risk of bruising and bleeding at the point of injection.

If this is your first visit, you will need to provide your clinician with information on your medical history and any current problems, as well as details of any allergies you have or medications you are taking. There is no need for an allergy test, unless your practitioner feels it's necessary.

The procedure is quick and easy. The injection itself usually takes only about 15-20 minutes.

## POST CARE

Because Juvéderm® ULTRA injectable gel is a simple, nonsurgical treatment, there is minimal recovery time. For the first 24 hours following treatment, you should avoid strenuous exercise, excessive sun or heat exposure, and alcoholic beverages in order to help minimise the risks of temporary redness, swelling and/or itching.

No treatment can halt the ageing process; you will require top-ups if you want to maintain the effect so do ask your clinician when they'd recommend rescheduling another appointment. To help you keep a record of treatments, you will receive the Juvéderm® ULTRA beauty passport.

**For further information about Juvéderm® ULTRA, visit our website at [www.allerganbeauty.co.uk](http://www.allerganbeauty.co.uk)**

“I had Juvéderm® ULTRA seven months ago and people still keep asking me if I've just come back from holiday!”

MAGGIE, AGE 42

# About Allergan

Patient satisfaction is at the heart of our research and development. We have the treatments, devices and professional support to help clinicians offer patients the natural look they want.



Juvéderm® ULTRA manufacturing facility in France

## The company behind Juvéderm® ULTRA

Allergan, Inc. is a multi-specialty health care company. We focus on discovering, developing and commercialising innovative pharmaceuticals, biologics and medical devices to help people live life to its greatest potential – to see more clearly, move more freely and express themselves more fully.

ASK YOUR PRACTITIONER FOR FURTHER ADVICE

PRACTITIONER STAMP

## References

- 1 Pinsky MA et al. Juvéderm® Injectable Gel: A Multicenter, Double-Blind, Randomized Study of Safety and Effectiveness. Presented at ASAPS. New York. April 2007.
- 2 Allergan data on file; Juvéderm® ULTRA 3 European Expert Evaluation, 2007.

