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LOSE YOUR 11

You exercise, eat right, take good care of your skin. Yet your friends say you look tired all the time, your spouse thinks you're in a bad mood and your co-workers say you look like you need a vacation.

Maybe it's your "11!"

The 11 is that set of lines between your brows that are formed by the dominant frown muscles of the face. According to Deborah Sherman, MD, a nationally recognized ophthalmic plastic surgeon from Nashville, TN, "For some, the 11 is only present when someone is frowning or concentrating, but for others, it's always present. The 11 may give others the impression that you are more stressed or tired than you realize."

Do you have the 11? Dr. Sherman recommends looking in a mirror and pulling your brows together. You might see a one, an 11 or even a 111! If you see lines in that area, they may appear more often than you know.

The good news is that there is an effective way to lose the 11 that is easy, reasonably priced, with no downtime. Even with all of the creams and cosmetic products on the market, according to Dr. Sherman, BOTOX® Cosmetic (botulinum toxin type A) is the only prescription product of its kind approved by the FDA to temporarily treat the 11, medically known as glabellar lines.

"It's no longer a beauty contest out there," says Dr. Sherman. "People are not trying to look different or even necessarily younger



BEFORE



AFTER

– they just want to look good, less stressed and less tired. And importantly, BOTOX® Cosmetic doesn't change the way you look – it just puts your angry muscles between your brows in a temporary 'time out.'"

In addition, in contrast to popular beliefs, a 2005 survey conducted by the American Society of Aesthetic Plastic Surgery (ASAPS), the typical BOTOX® Cosmetic user is a working mother between the ages of 40 and 55 whose top reason to begin treatment is to look less stressed and more relaxed.

To find a trained physician that will help you lose your 11, visit www.LoseYour11.com.



Dr. Deborah Sherman is one of the nation's leading ophthalmic plastic surgeons. She completed her ophthalmology residency at Vanderbilt University, and also completed a fellowship in ophthalmic plastic, orbital and reconstructive surgery at the University of Wisconsin. Dr. Sherman currently practices cosmetic and reconstructive eyelid surgery at the Sherman Aesthetic Center in Nashville, Tennessee. In addition to performing facial soft-tissue and bony reconstruction after trauma or tumor

removal, Dr. Sherman provides a full array of cosmetic procedures including surgeries, BOTOX® Cosmetic (botulinum toxin type A) treatment, a variety of fillers, light therapies and state-of-the-art skin care peels and topicals.

Internationally sought as a lecturer on a variety of facial rejuvenation techniques, Dr. Sherman's particular expertise is in BOTOX® Cosmetic treatment. Considered a "master" BOTOX® Cosmetic injector by her peers, and a member of the BOTOX®

Cosmetic National Education Faculty, Dr. Sherman is one of the nation's leading medical educators on BOTOX® Cosmetic injection techniques and patient satisfaction trends.

Dr. Sherman also has received numerous community and civic awards for her volunteer work and for the last eight years she and members of her staff travel to impoverished areas of Mexico to perform reconstructive surgery on children and adults who have limited access to modern medical procedures.

11 Steps to Lose Your 11

Dr. Sherman offers 11 steps to lose the 11:

1. Look in the mirror and pull your brows together to see whether you have frown lines (called "glabellar lines" or the "11").
2. Check www.LoseYour11.com to make an appointment with a qualified and experienced medical professional in your area.
3. During your first consultation, be candid and specific about your treatment goals.
4. Ask your physician if BOTOX® Cosmetic is right for you, (or if another cosmetic treatment might be better).
5. Ask your physician about his or her qualifications for performing the procedure.
6. Discuss the procedure with your physician, including the risks, benefits, costs and recovery time.
7. Discuss your facial anatomy with your physician and be sure to have him or her take before-and-after photos.
8. Make sure you are receiving authentic BOTOX® Cosmetic – be sure the vial has the unique hologram that says "Allergan" (the only maker of the FDA-approved treatment) when held up to the light.
9. Ask your physician for any post-injection instructions.
10. Ask when you can expect to see the results of your BOTOX® Cosmetic treatment.
11. Mark your calendar and record results to help determine when you should make your next appointment.

FOR FULL PRESCRIBING INFORMATION,
PLEASE VISIT WWW.BOTOXCOSMETIC.COM

FDA-APPROVED INDICATION FOR BOTOX® COSMETIC: BOTOX® COSMETIC IS INDICATED FOR THE TEMPORARY IMPROVEMENT IN THE APPEARANCE 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 FROWN LINES BETWEEN THE BROWS. BOTOX® COSMETIC SHOULD ONLY BE ADMINISTERED BY A TRAINED AND QUALIFIED PHYSICIAN.

IMPORTANT SAFETY INFORMATION: BOTOX® COSMETIC TREATMENTS ARE CONTRAINDICATED IN THE PRESENCE OF INFECTION AT THE PROPOSED INJECTION SITES AND IN INDIVIDUALS WITH KNOWN HYPERSENSITIVITY TO ANY

INGREDIENT IN THE FORMULATION. SERIOUS AND/OR IMMEDIATE HYPERSENSITIVITY REACTIONS HAVE BEEN RARELY REPORTED. INDIVIDUALS WITH POSITIONAL AND/OR NEUROPATHIC DISEASES (E.G., AUTONOMIC LATERAL SCLEROSIS, OR MOTOR NEUROPATHY) OR NEUROMUSCULAR JUNCTIONAL DISORDERS (E.G., MYASTHENIA GRAVIS OR LAMBERT-EATON SYNDROME) SHOULD ONLY RECEIVE BOTOX® COSMETIC WITH CAUTION. PATIENTS WITH NEUROMUSCULAR DISORDERS MAY BE AT INCREASED RISK OF CLINICALLY SIGNIFICANT SYSTEMIC EFFECTS INCLUDING SEVERE DYSPHAGIA AND RESPIRATORY COMPLICATIONS FROM TYPICAL DOSES OF BOTOX® COSMETIC. THE MOST COMMON SIDE EFFECTS FOLLOWING INJECTION WITH BOTOX® COSMETIC INCLUDE HEADACHE, RESPIRATORY INFECTION, FLU SYMPTOMS, TEMPORARY EYELID DROOP AND NAUSEA.