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## BOTOX<sup>®</sup> Cosmetic: Myths vs. Facts

Have you thought about getting BOTOX<sup>®</sup> Cosmetic (botulinum toxin type A), but safety concerns have stopped you from taking the next step? If so, keep reading for answers to some common questions.

First, let me introduce myself. My name is Dr. Deborah Sherman and I am an oculoplastic surgeon who has been in private practice in Nashville for 16 years. In the early 1990's, my colleagues and I were among the first to clinically test BOTOX<sup>®</sup> (botulinum toxin type A) for the treatment of blepharospasm (a neurological condition causing uncontrollable eye blinking), that can render patients functionally blind. After the treatment, many patients began to notice that in addition to eliminating excessive blinking, BOTOX<sup>®</sup> also appeared

to reduce the appearance of glabellar lines, which are the frown lines between the brows that often look like an “11.” As a result, many patients began asking for BOTOX<sup>®</sup> to treat their “11” even after their blepharospasm was treated. The use of BOTOX<sup>®</sup> for cosmetic use was subsequently approved by the U.S. Food and Drug Administration (FDA) in 2002 under the name BOTOX<sup>®</sup> Cosmetic (botulinum toxin type A).

Today, though many of my patients exercise, eat right and take care of their skin, they still don't feel like they look as refreshed as they could. Patients constantly tell me that their friends say they look tired or their spouses think they are in a bad mood when they're not. Sound familiar? If so, the culprit may be your “11.”

Look in the mirror and squeeze your brows together—the “11” is the two lines between your brows that are formed by the dominant frown mus-

cles of the face. Some have a “1” and some have “111”! For some, the “11” may only be present when frowning or concentrating, but for others, it's always present. If your “11” is glaring back at you in the mirror, the time may be right to meet with an aesthetic specialty physician.

Before you pick up the phone, let me address some common questions about BOTOX<sup>®</sup> Cosmetic:

**1. Is BOTOX<sup>®</sup> Cosmetic poison or botulism?** No. BOTOX<sup>®</sup> Cosmetic is a purified protein and finished medical prescription product approved by the FDA for temporary improvement in the appearance of moderate to severe glabellar lines (the “11”).

**2. Is BOTOX<sup>®</sup> Cosmetic safe?** Yes. BOTOX<sup>®</sup> is

approved for 20 different indications in more than 75 countries worldwide. BOTOX<sup>®</sup> has been used therapeutically for more than 15 years.

**3. Is BOTOX<sup>®</sup> Cosmetic painful?** Discomfort is minimal and brief, and you may resume normal activity immediately.

**4. How do I know I'm receiving real BOTOX<sup>®</sup> Cosmetic?** Authentic BOTOX<sup>®</sup> Cosmetic, made by Allergan, Inc., has a visible hologram confirming its authenticity as an FDA-approved product. Ask to see the vial of BOTOX<sup>®</sup> Cosmetic before your procedure.

**5. How much does BOTOX<sup>®</sup> Cosmetic cost?** Procedures typically range between \$300-\$500 and last 3-6 months—approximately \$3-\$5 on a daily basis.

**6. How do I find a qualified physician in my area?** Log on to [www.LoseYour11.com](http://www.LoseYour11.com) and click on “Find a Doctor.”



Dr. Deborah  
Sherman

## FROM THE COVER

BOTOX<sup>®</sup> and BOTOX<sup>®</sup> Cosmetic consist of a 150-kilodalton core type A molecule, a 130-kilodalton NTN protein, and HA proteins of various molecular weights, yielding a total molecular weight of 900 kilo-



daltons. The large, uniform structure limits unwarranted migration of the toxin outside of the targeted muscle tissue.