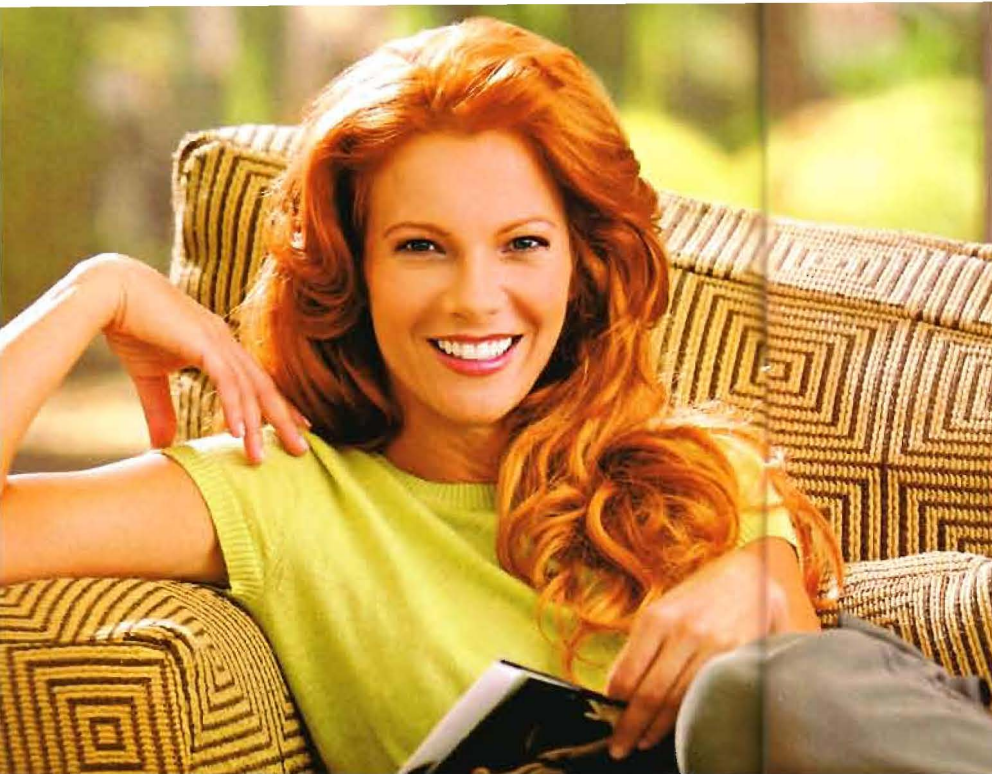




Restylane®
redefining beauty™

Including
Perlane®

Long-lasting wrinkle correction
of about six months^{1,2}



The
newest member of the
Restylane® family:

Perlane®

Before choosing a dermal filler
treatment, there are a few
things you should know.

**What are
Restylane®
and Perlane®?**

The *Restylane®* family of products includes *Restylane* and *Perlane®*. Both are cosmetic dermal fillers that replace lost volume and restore youthful contours to the skin to smooth away moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds).

**How do I
choose
between
Restylane®
and Perlane®?**

You don't have to. In clinical trials, *Restylane®* and *Perlane®* were used in the same patients. The hyaluronic acid in both products is made by the same biotechnical process. The difference is in the gel particle size. *Perlane* gel particles are larger and designed for deeper injection than *Restylane*. Your doctor will decide which product is right for you.

**How does my
doctor know
when to use
Restylane®
and Perlane®?**

Your doctor will decide which product is right for you based on an evaluation of facial wrinkles and folds.

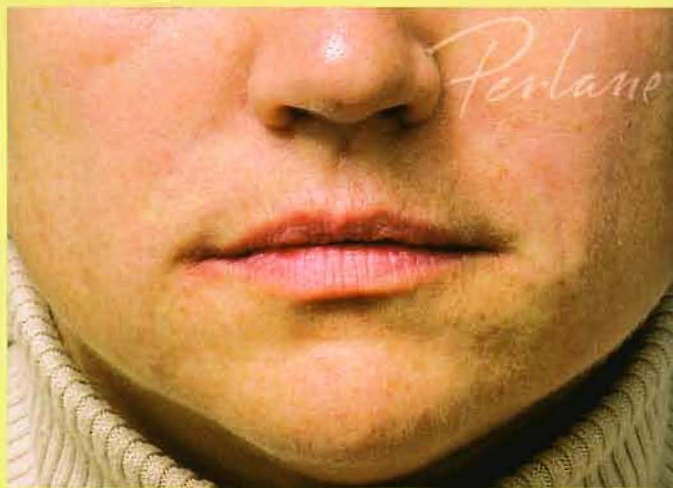
**How long do
Restylane®
products last?**

Restylane® products are proven to deliver long-lasting results. *Restylane* lasts about six months. *Perlane®* lasts at least six months, in a majority of patients. The products' patented stabilization technology helps maintain the cosmetic effect for those time periods.^{1,2}

Perlane® Results



Before treatment
Nasolabial folds



After treatment with 2.5 Perlane® 1 mL syringes
Individual results may vary.

Are Restylane® and Perlane® FDA approved?

Yes. They are approved by the FDA for the treatment of moderate to severe facial wrinkles and folds, like the ones from your nose to the corners of your mouth. Ask your physician whether treatment is right for you.

What is the history of Restylane®?

Restylane® has been used in over 1.4 million treatments in the U.S. and is available in more than 70 countries. It is the most-studied cosmetic dermal filler in the world with dozens of publications in medical literature. Clinical studies showed no significant differences in the safety of *Restylane* and *Perlane*®.

What should patients do prior to treatment?

Restylane® and *Perlane*® require no pretesting, but you should take a few precautions before being treated. Avoid using aspirin, non-steroidal anti-inflammatory medications, St. John's Wort, or high doses of Vitamin E supplements prior to treatment, because these may increase bruising or bleeding at the injection site. Also, if you have previously suffered from facial cold sores, discuss this with your doctor, who may prescribe a medication to minimize recurrence.

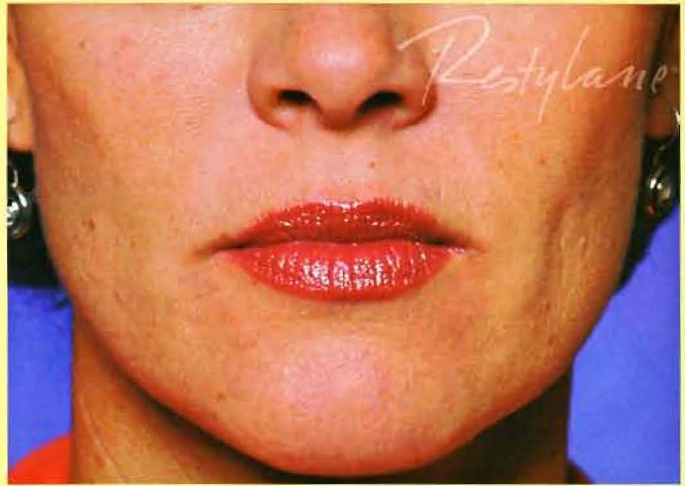
Do Restylane® and Perlane® require an allergy test?

No. *Restylane*® and *Perlane*® do not require an allergy test and can be administered immediately—no waiting is required.

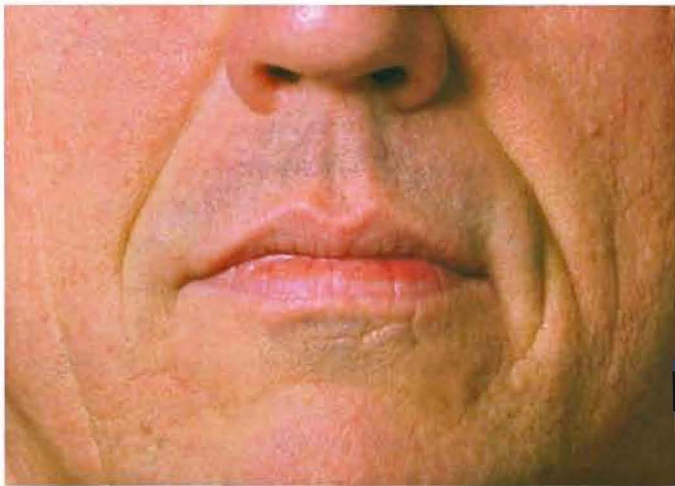
Restylane® Results



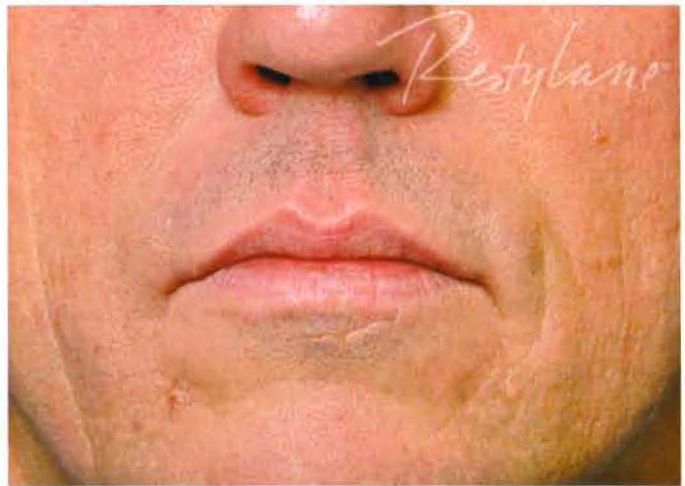
Before treatment
Nasolabial folds



After treatment with 2 Restylane® 1 mL syringes
Individual results may vary.



Before treatment
Nasolabial folds



After treatment with 2 Restylane® 1 mL syringes
Individual results may vary.

Restylane® Results



Before treatment

Nasolabial folds



After treatment with 2 Restylane® 1 mL syringes

Individual results may vary.

How are Restylane® products administered?

Restylane® and *Perlane*® are administered by injection to the treatment site. Before treatment talk to your doctor about pain management.

Is any of the material left in the skin after it has dissolved?

No. Over time *Restylane*® and *Perlane*® products are broken down and eliminated by the body—unlike permanent fillers.

Do the injections hurt?

Restylane® products are injected directly into the skin in small amounts by an ultrafine needle. As with all injections, some patients may experience discomfort. To increase your comfort, your doctor will assess your need for pain management and determine what technique is right for you.

How much do treatments cost?

A *Restylane*® or *Perlane*® procedure is customized to your specific needs, so the cost will vary. In general, the cost is comparable to the cost of similar procedures. Ask your doctor to give a cost estimate based on your particular needs.

How often should I schedule an appointment?

How long the aesthetic correction lasts is very individual. Talk to your doctor about the benefits of scheduling a follow-up appointment in about six months.

What are Restylane® and Perlane® products made of?

Restylane® was the first cosmetic dermal filler made from hyaluronic acid that has been modified slightly to last longer than the body's natural hyaluronic acid. In the human body natural hyaluronic acid provides volume and fullness to the skin.



Beauty is
now far less
fleeting than
previously
thought.

**How are
Restylane®
products
different than
other hyaluronic
acid-based
products?**

Restylane® and *Perlane*® contain no animal proteins. This limits any risk of animal-based disease transmission or allergic reaction. You should not use *Restylane* or *Perlane* if you have allergies to microorganisms known as gram-positive bacteria.

**Which dermal
filler is the
market leader?**

Restylane® is the number one selling dermal filler in the U.S. and worldwide.

**How do
Restylane® and
Perlane®
products differ
from Botox®
Cosmetic?**

Botox® Cosmetic and *Restylane*® are used to correct wrinkles in different ways. *Restylane* products are natural, cosmetic fillers injected into the skin, adding volume to smooth wrinkles such as the lines from your nose to the corners of your mouth (nasolabial folds). In contrast, Botox® relaxes the muscles that cause frown lines between your eye brows.

Important safety considerations of *Restylane*®

Restylane® restores volume and fullness to the skin to correct moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds). After your treatment, you might have some swelling and redness. This will normally last less than seven days. Although rare, red or swollen small bumps may occur. If you have had herpes before, an injection can cause the herpes to return. In rare circumstances, the doctor may inject into a blood vessel, which can damage the skin. To avoid bruising and bleeding, you should not use *Restylane*® if you have recently used drugs that thin your blood or prevent clotting. If you are pregnant, breastfeeding, or under 18, you shouldn't use *Restylane*®.

Restylane® should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria, or by people with previous bad allergies to drugs that have required in-hospital treatment. *Restylane*® should not be injected anywhere except the skin or just under the skin.

The use of *Restylane*® at the site of skin sores, pimples, rashes, hives, cysts, or infection should be postponed until healing is complete. Use of *Restylane*® in these instances could delay healing or make your skin problems worse.

Important safety considerations of *Perlane*®

Perlane® restores volume and fullness to the skin to correct moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds). After your treatment, you might have some swelling, redness, pain, and bruising. This will normally last less than seven days. Although rare, red or swollen small bumps may occur. If you have had herpes before, an injection can cause the herpes to return. In rare circumstances, the doctor may inject into a blood vessel, which can damage the skin. To avoid bruising and bleeding, you should not use *Perlane*® if you have recently used drugs that thin your blood or prevent clotting. If you are pregnant, breastfeeding, or under 18, you shouldn't use *Perlane*®.

Perlane® should not be used by people with previous bad allergies, particularly to certain microorganisms known as gram positive bacteria; by people with previous bad allergies to drugs that have required in-hospital treatment; or by people with bleeding disorders. *Perlane*® should not be injected anywhere except the skin or just under the skin.

The use of *Perlane*® at the site of skin sores, pimples, rashes, hives, cysts, or infection should be postponed until healing is complete. Use of *Perlane*® in these instances could delay healing or make your skin problems worse.

Why wait?

If you want to enjoy a smoother, more youthful appearance, ask your doctor if *Restylane*® or *Perlane*® are right for you.

- Well-defined safety profile
- Results are virtually instantaneous
- Over 1.4 million treatments in the U.S.

Register now for *Restylane* Rewards®!

The *Restylane* Rewards® program qualifies you for rewards for treatment, and makes attaining your aesthetic goals more affordable than ever.

Don't miss out! Visit us online at www.RestylaneUSA.com to sign up for *Restylane* Rewards.®³

Restylane® products are available only through a licensed practitioner.

For complete product and safety information for *Restylane*® and *Perlane*®, ask your Medicis Aesthetics Sales Specialist, or visit www.RestylaneUSA.com.



References:

1. Narins R S, Brandt F, Leyden J, Lorenc ZP, Rubin M, and Smith S. A randomized, double-blind, multicenter comparison of the efficacy and tolerability of *Restylane*® versus Zyplast® for the correction of nasolabial folds. *Dermatol Surg* 2003; 29:588-595.
2. *Perlane*® [package insert]. Scottsdale, Arizona: Medicis Pharmaceutical Corporation; 2006.
3. Limitations and restrictions apply, visit www.RestylaneUSA.com for details.

Restylane (and stylized), *Perlane* (and stylized), *Redefining Beauty*, and *Restylane Rewards* are trademarks of HA North American Sales AB. All other marks (or brands) and names are the property of their respective owners.

© 2007 Medicis Aesthetics Holdings Inc. RES 06-075 11/30/07