

**Newslinks for the week of March 10<sup>th</sup>:**



## **Recession may mean less frequent Botox shots**

Friday, Mar 14, 2008 - By Ben Hirschler

LONDON (Reuters) - Recessionary pressures in the United States may mean some consumers opt to receive Botox injections less frequently but the maker of the anti-wrinkle treatment is confident users will not abandon the product.

Shares in U.S. drugmaker Allergan Inc (AGN.N: [Quote](#), [Profile](#), [Research](#)) have been hit recently by concerns that the aesthetics market is slowing.

Chief Executive David Pyott said on Friday that Botox, which has an average treatment cost of around \$400, would suffer less than more costly cosmetic procedures like breast implants.

"We'll see over time whether this pans out, but people might try and extend treatments a little bit," he said in an interview during a visit to London.

"That's more likely what I think would happen than people just saying 'I can't afford this, I'm just going to be ugly again'. That doesn't seem like an awfully appealing concept."

He added: "Botox is a very resilient brand."

In recent years, the average interval between Botox injections has declined to around 5-1/2 months from 6-7 months and Pyott said this figure might now creep up somewhat.

In contrast to most pharmaceuticals, cosmetic Botox is paid for out of pocket by consumers, making it more vulnerable to an economic downturn.

Allergan said after reporting quarterly results on January 30 that it had not yet seen an impact from the weakening economy on its business. Pyott declined to say on Friday whether this was still the case.

Sales of Botox, the company's biggest product, totaled \$1.212 billion in 2007 and Allergan forecast in January it would sell between \$1.365 billion and \$1.415 billion this year.

Pyott said the market was still young and Botox, a toxin that temporarily paralyses nerves, had significant upside internationally. Allergan is also developing Botox for chronic daily headaches and as a treatment for overactive bladder.

Last year, sales of Botox for cosmetic purposes grew by 29 percent, while therapeutic use of the drug -- mainly for movement disorders and spasticity - increased 19 percent.

"Therapeutic will start growing faster again, assuming headache and bladder get approved," Pyott said.

Allergan aims to present Phase III trial results on Botox in headaches at a June 4 research and development day in New York, assuming the data is ready in time. Pyott was cautious about the outcome, however, since proving the benefits of Botox in headache was "challenging".

Some doctors have already been using Botox on a so-called "off label" basis for headache, triggering a subpoena this month by the U.S. Department of Justice, which is investigating promotion of the product.

Pyott reiterated he was confident that Allergan had complied with all the necessary rules, adding the investigation had not led to any change in its business practices.

U.S. doctors are free to prescribe drugs for uses not approved by the U.S. Food and Drug Administration but manufacturers are not allowed to promote them.

# **marie claire** (UK)

## **Botox injections 'can poison your body'**

**Anti-wrinkle drug Botox can spread into other areas of the body, putting patients' health at risk, new research suggests.**

Tuesday 11 March 2008

Botox has become one of the fastest-growing and popular cosmetic treatments and is also employed for a variety of conditions such as migraines, muscle spasms in children and cerebral palsy.

However, scientists in Canada are concerned that the drug - made from a toxin produced by the deadly germ, bacterium *clostridium botulinum* - does not remain in the muscle it is intended for and can spread into other areas of the body.

Researchers at the University of Calgary discovered, after experimenting on cats, that the

toxin in Botox did not just affect the muscle it was injected into.

Leading researcher Dr Herzog said: 'What we found was that the toxin passed easily into the surrounding muscles and weakened all the muscles in the area.'

The American Food and Drug Administration is now planning a safety review into the drug.

Botox was first licensed for cosmetic use in 2002 to block nerve signals and cause paralysis to smooth out wrinkles on the face.

However, the secretary of the British Association of Aesthetic Plastic Surgeons, Rajiv Grover, said the doses used cosmetically are 50 to 60 times less than those used to treat some medical conditions.

'Along with my colleagues I've treated thousands of patients,' said Grover, 'And if we saw a lot of diffusion to other muscles of the face we would see a lot of complications, which we certainly do not.'



## **Long Lasting Wrinkle Filler Gets FDA Approval**

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Want to turn back the hands of time, but not ready for a face lift?

The FDA just approved the first long-lasting wrinkle filler for smile lines.

Lauren LaPonzina shows us how it works.

Move over Collagen and Restalyn. No more going back to the doctor's office for touch-ups every six months with ArteFill -- the first ever FDA approved long lasting injectable wrinkle filler.

Dr. Carl Lentz offers it at his office in Daytona Beach. "The thing about it that's so neat: you can just instantaneously correct the wrinkle and it seems like it's permanent. We've never been able to do that with any other product."

The great part about ArteFill is it lasts three to five years. The bad part about ArteFill is it lasts three to five years. "If you're not happy, you've got it for three to five years," says Dr. Lentz.

Lisa Lowe is 43 and uncomfortable about her deep smile lines. She's already tried Botox and Restalyne but was looking for something a little more permanent.

After taking a test dose to make sure she's not allergic, Lisa opted for ArteFill. "I think it's genetic. I have the same imprint on my face that my father does," says Lowe.

After some numbing, Lisa gets her shots of ArteFill.

It takes two syringes of the product to fill in Lisa's smile lines.

And -- wallah!

"Oh wow! That's amazing."

Lowe is thrilled with her result.

The cost: \$1,600 dollars per syringe.

You might need one, or more than one, depending on how deep your lines are.

Dr. Lentz stresses you should always ask who will be injecting you.

The Florida Board of Medicine mandates only doctors, licensed physicians' assistants, or nurse practitioners are qualified.