

WORLD LEADERS OF BOTOX® COSMETIC TREATMENT MEET INNOVATIONS IN ANTI-AGING THERAPIES—NEW AND REFINED AESTHETIC TREATMENTS WITH BOTOX®

Allergan, Inc., manufacturer of Botox®, held a special interactive clinical symposium in Miami, Florida, on February 28 and 29, 2004, where board-certified dermatologist, David P. Van Dam, MD, a nationally recognized, leading provider of Botox® Cosmetic therapy, was invited to participate specifically on the basis of his extensive experience with the product.

The meeting was attended by nearly 150 international, leading providers of Botox Cosmetic therapy. Botox is the leading anti-aging treatment worldwide, with over 2 million procedures performed in the U.S. in 2003 alone, according to Allergan, Inc.

“The meeting was purely an environment of learning and sharing among peers,” said Dr. Van Dam. “There are many new techniques and applications for non-invasive, anti-aging treatments. This meeting was an opportunity for those of us with extensive experience to share our techniques and our findings. Through such cooperative efforts, we can improve the options available to patients who seek anti-aging medical treatments and therapies.”

Among the key components of any medical therapy is choosing a qualified, appropriately trained provider. “So much of patient satisfaction lies in proper dosage and placement of injection therapies such as Botox,” stated Van Dam. “This requires a learning process and accredited training courses. My practice serves as a national physician training site for Allergan. We work with Allergan to hands-on train appropriate providers to safely and effectively use Botox.”

The innovations Dr. Van Dam is currently offering patients include greater precision and control of Botox to soften, and in some cases, eliminate the creases of the brow and forehead region, while still allowing for some movement and natural expression. In addition, Botox is now used with very good outcomes in facial shaping, more specifically to:

- Enhance the appearance of a low brow
- Improve the appearance of “tired” eyes that appear somewhat closed at rest
- Smooth certain baggy conditions and creases beneath the eyes
- Elevate the corners of a naturally down-turned mouth

In addition, Botox paired with the newest FDA-approved soft tissue filler Restylane®, is a powerful, non-surgical, anti-aging treatment combo. Said Van Dam, “Together, Botox and Restylane are complementary, and the results are synergistic. A patient receives more than simply the outcomes of two distinct treatments; the harmonious compatibility of these treatments is remarkable in restoring a more youthful appearance.”

Dr. Van Dam also sees excellent results in treating hyperhidrosis of the axilla (excessive perspiration of the underarm), by literally turning off the production of perspiration in individuals who find the condition not only uncomfortable, but also embarrassing.

continued on page 2

“We try to help patients identify exactly what it is they want to achieve in their appearance or condition, and what is realistic” said Dr. Van Dam. “Botox and the combination of other non-invasive treatment options may not be appropriate for all patients, and may not fulfill all patients' goals for restoring a more youthful appearance. Understanding what you can achieve with these modalities requires the insight available from with an experienced, qualified provider. For Botox therapy, that means a board-certified dermatologist, plastic or facial plastic surgeon, and in some cases an ophthalmic plastic surgeon, all who should have successfully completed specific training with Botox.”

David P. Van Dam, MD, founder of Van Dam Dermatology, Ltd. and Versa Medi-Spa, has been in practice since 1979. Dr. Van Dam is a fellow of the American Academy of Dermatology and member of the American Society for Dermatologic Surgery. Van Dam Dermatology is accredited by the Accreditation Association for Ambulatory Health Care, Inc. (AAAHC), a voluntary examination of rigorous and nationally recognized standards, upholding the highest in patient safety and quality healthcare.

In addition to being a national physician training site for Botox, Van Dam Dermatology also serves in a similar capacity for Palomar® Intense Pulsed Light (IPL) therapy.