DYSPORT™

THE NEXT GENERATION OF NEUROMUSCULAR BLOCKING AGENTS

By Joseph A. Eviatar, M.D., F.A.C.S.

The U.S. Food and Drug Administration (FDA) has recently approved Dysport™, a "next generation" acetylcholine release inhibitor and neuromuscular blocking agent indicated for the temporary improvement of the appearance of moderate to severe glabellar or frown lines between the brows. Dysport, marketed by Medicis Aesthetics, the distributers of Restylane and Perlane, has been used in over two million treatments worldwide in 27 countries.

STAYING POWER OF DYSPORT

In the seven years since its FDA clearance, BOTOX® Cosmetic has taken the aesthetic world by storm. Yet, the chief complaint among BOTOX® patients is its staying power. Many come to experience injection fatigue where the duration between treatments becomes shorter and shorter. This is where Dysport may outshine BOTOX®.

Clinical studies and patient reports have shown that Dysport may last up to six months compared to the four to five months that BOTOX® is effective. Research also shows Dysport takes effect more quickly, usually within 48 hours.

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In addition to frown lines, Dysport is used (off label) around the eyes (crow's feet), for brow lifting, and on the forehead to reduce dynamic lines and wrinkles. It can also be used to treat prominent neck bands or cords. Although great results are

obtained on the upper face, we have also seen success after the treatment of upper lips, marionette lines, and chin rippling.

DYSPORT VS. BOTOX®

I am very excited about the introduction of Dysport as it possesses several unique properties that set it apart from BOTOX® Cosmetic. Dysport may spread better and offer a more natural appearance for the brow area and crow's feet. Since Dysport may act quicker and last longer, it is more important than ever to have an experienced aesthetic physician administering the injection.

TREATMENT & DOSAGE

Dysport dosage will depend on the area to be treated, as well as the size and the uses of the muscles causing the individual's lines. Standard dosage is usually about 500 units; however, this value is customizable to the patient's needs. For treatment of glabellar lines the physician must give 50 units intramuscularly in 5 equal aliquots of 10 units each. Physicians should note that Dysport should be administered no more frequently than every three months for the patient's safety.

Doctors performing Dysport injections should have a complete understanding of facial anatomy, dilution procedures, and proper Dysport dosages and administration techniques. If a doctor does lack expertise, a patient could be saddled with an "odd expression" longer. Education with this product is key in providing safe and efficacious treatments to your patients.

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Dysport is a protein extracted from the bacterium Clostridium botulinum. The protein was initially used for the treatment of motor disorders and various kinds of involuntary muscular spasms, including cerebral palsy. It was further developed to treat a wide variety of neuromuscular disorders for which it is licensed in over 60 countries.

GOOD ECONOMIC SENSE

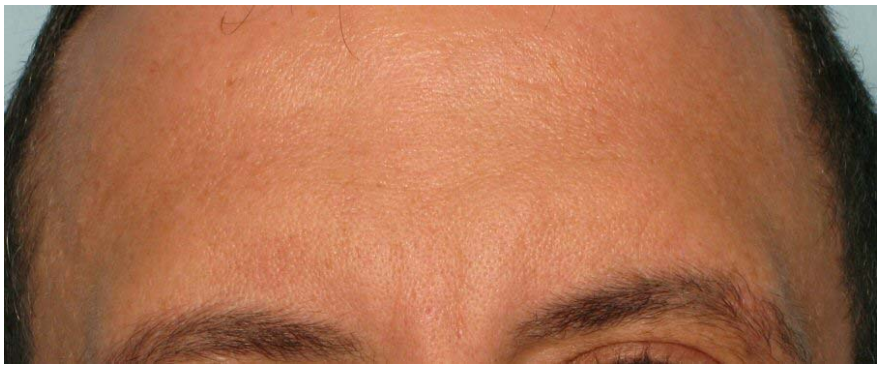
The approval of Dysport could not have come at a better time economically. The fact that it is slightly less expensive than BOTOX® and that it may last longer could make all the

Before (top) and 3 months After (bottom) Dysport treatment. Photos courtesy of Dr. Eviatar.

difference. Many patients reported having to go only twice a year for Dysport injections, half the number of BOTOX® treatments needed.

SAFETY & EFFICACY

Dysport has been evaluated for safety and efficacy in robust clinical studies which included approximately 3,000 patients and 10,000 injections at more than 80 clinical study sites in the U.S. Visit the Dysport website to learn more about prescribing information and patient medical guide: www.dysport.com.



Male Patient Before (top) and 3 months After (bottom) Dysport treatment. Photos courtesy of Dr. Eviatar.

About the Author

Joseph A. Eviatar, M.D., F.A.C.S., is an Assistant Clinical Professor of Ophthalmology at New York Medical College, an Attending Surgeon at New York Eye & Ear Infirmary and Director of Oculoplastics at SUNY School of Optometry. He performs medical research, lectures to his colleagues, and is often featured in the press. He is a recognized expert in multiple cosmetic non-invasive treatments and has performed thousands of surgical and laser procedures for aesthetic facial rejuvenation and reconstruction. For more information on this topic, please contact Dr. Eviatar at: 212.272.3717or visit his website at: www.chelseaeye.com.

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