

**Frustrated with your  
Overactive Bladder (OAB)  
medication not working?  
Can't handle the side effects?**

**BOTOX**<sup>®</sup> treats adults with the OAB symptoms of leaking, going too often, and the strong sudden need to go.

**CALM YOUR  
BLADDER**

Ask your Urologist or Urogynecologist if **BOTOX**<sup>®</sup> can help calm your bladder.

**BOTOX**<sup>®</sup> is a prescription medicine that is injected into the bladder muscle and used to treat overactive bladder symptoms such as a strong need to urinate with leaking or wetting accidents (urge urinary incontinence), a strong need to urinate right away (urgency), and urinating often (frequency) in adults 18 years and older when another type of medicine (anticholinergic) does not work well enough or cannot be taken.

**Important Safety Information**

**BOTOX**<sup>®</sup> may cause serious side effects that can be life threatening. Call your doctor or get medical help right away if you have any of these problems any time (hours to weeks) after injection of **BOTOX**<sup>®</sup>:

- **Problems swallowing, speaking, or breathing**, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are pre-existing before injection. Swallowing problems may last for several months.
- **Spread of toxin effects.** The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms including: loss of strength and all-over muscle weakness, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice (dysphonia), trouble saying words clearly (dysarthria), loss of bladder control, trouble breathing, trouble swallowing. **If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

**Please see additional Important Safety Information inside. Please see accompanying full Product Information, including Boxed Warning and Medication Guide.**



**Have you tried Overactive Bladder (OAB) medications and discovered that:**

They didn't work well enough?

Or

You couldn't handle the side effects?

If this sounds familiar, you are not alone. In one study of 1117 patients,

**73.5%**

reported that they stopped taking their OAB therapy within 1 year. According to 2 separate surveys, the top reasons that OAB patients discontinued anticholinergics were due to side effects and/or lack of results.

**Do you know all of your options?**

The **American Urological Association (AUA)** treatment guidelines list BOTOX<sup>®</sup> as an appropriate therapy to consider discussing with your doctor when:



Self-management is not effective.



Anticholinergic medications do not work well enough or are too difficult to tolerate.

**Ask your doctor today if BOTOX<sup>®</sup> is the right option for you.**

Please see additional Important Safety Information on the following pages.

**Important Safety Information (continued)**

**Do not take BOTOX<sup>®</sup> if you:** are allergic to any of the ingredients in BOTOX<sup>®</sup> (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as *Myobloc*<sup>®</sup> (rimabotulinumtoxinB), *Dysport*<sup>®</sup> (abobotulinumtoxinA), or *Xeomin*<sup>®</sup> (incobotulinumtoxinA); have a skin infection at the planned injection site.

Please see additional Important Safety Information on the following pages.

# BOTOX<sup>®</sup> FOR OAB

**BOTOX<sup>®</sup> is a different type of treatment option to consider when another type of medication (anticholinergic) does not work well enough or cannot be taken.**

- BOTOX<sup>®</sup> is injected into the bladder muscle:
  - targeting the source of your Overactive Bladder.
  - beginning to reduce daily leakage episodes after just 2 weeks.
- One BOTOX<sup>®</sup> treatment for OAB can last up to 6 months. Talk to your doctor about your re-treatment timing, waiting at least 3 months between treatments.
- In clinical trials, at week 12, adults using BOTOX<sup>®</sup> reduced their average number of daily leakage episodes by about half.

**Ask your Urologist or Urogynecologist if BOTOX<sup>®</sup> can help Calm Your Bladder to significantly reduce your daily leakage episodes.**

### **Important Safety Information (continued)**

**Do not take BOTOX<sup>®</sup> for the treatment of urinary incontinence if you:** have a urinary tract infection (UTI) or cannot empty your bladder on your own and are not routinely catheterizing.



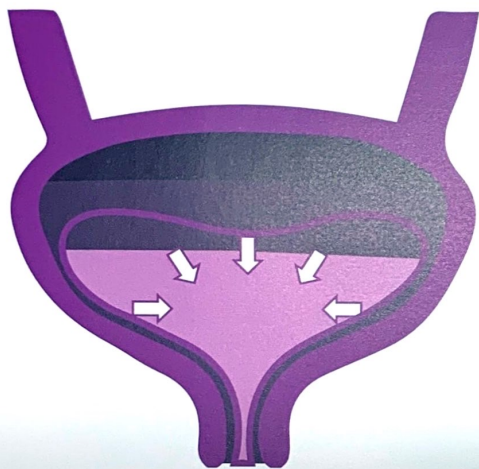
### **Important Safety Information (continued)**

Due to the risk of urinary retention (not being able to empty the bladder), only patients who are willing and able to initiate catheterization post-treatment, if required, should be considered for treatment.

**Please see additional Important Safety Information on the following pages.**

# HOW DOES BOTOX® WORK?

**BOTOX® treatment works by calming the nerves that trigger the overactive bladder muscle.**



In your body, certain chemicals travel from nerve cells to muscle cells to make your bladder contract so that you can urinate. With OAB, these muscles contract uncontrollably, creating leakage, the strong sudden need to go, and going too often.

**BOTOX® is injected into the bladder muscle and works on the nerves to help block the signals that trigger OAB, which helps:**

- Reduce daily leakage episodes.
- Treat the strong need to urinate right away.
- Reduce the number of times that you need to empty your bladder daily.



## **Important Safety Information (continued)**

In clinical trials, 36 of the 552 patients had to self-catheterize for urinary retention following treatment with BOTOX® compared to 2 of the 542 patients treated with placebo.

Patients with diabetes mellitus treated with BOTOX® were more likely to develop urinary retention than nondiabetics.

**Please see additional Important Safety Information on the following pages.**

# WHAT TO EXPECT

When can I expect to see results?



BOTOX® is injected into the bladder muscle and begins to work at the source of your Overactive Bladder to reduce daily leakage episodes after just 2 weeks.

How long does BOTOX® last?



BOTOX® is not a daily treatment. In clinical trials, one BOTOX® treatment provided up to 6 months of OAB symptom improvement. (Your results may vary.)

Talk to your doctor about your re-treatment timing, waiting at least 3 months between treatments.

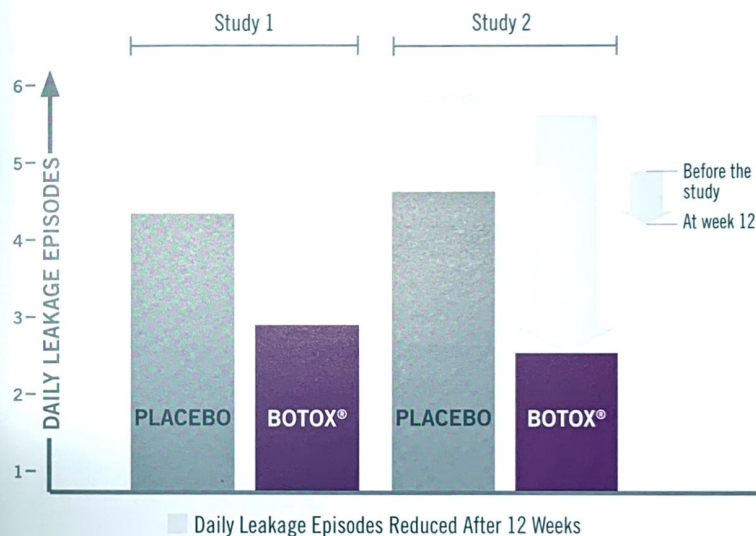
## Important Safety Information (continued)

**The dose of BOTOX® is not the same as, or comparable to, another botulinum toxin product.**

**Serious and/or immediate allergic reactions have been reported.** These reactions include itching, rash, red itchy welts, wheezing, asthma symptoms, or

# PROVEN RESULTS

In two 24-week clinical trials, patients who received BOTOX® (vs those who did not) reported a significant reduction in the number of daily leakage episodes at week 12.



## Important Safety Information (continued)

dizziness or feeling faint. Tell your doctor or get medical help right away if you experience any such symptoms; further injection of BOTOX® should be discontinued.

**Please see additional Important Safety Information on the following pages.**

# BEFORE, DURING AND AFTER

## **BOTOX® treatment can be given in the convenience of a doctor's office.**

Once you and your doctor decide that BOTOX® is right for you, very often it can be administered in your Urologist's or Urogynecologist's office.

### **Before your treatment day:**

- Your doctor will prescribe an antibiotic to prevent against a urinary tract infection.

### **On the treatment day:**



- Your doctor will numb your bladder for a more comfortable treatment.
- Once your bladder is numb, a small lighted tube called a cystoscope will be inserted through the urethra (the natural opening where the urine comes out).
- BOTOX® is injected through the cystoscope into multiple areas of your bladder muscle.



- The entire process takes approximately one hour: 30 minutes to prepare and administer the BOTOX® and 30 minutes for post-procedure evaluation.

You should not experience significant pain after the BOTOX® treatment, although it may sting or burn when you urinate the first few times. You may also see some blood in the urine right after treatment, but significant bleeding is rare. See your doctor if either of these symptoms persists.

Please read about common side effects on p. 12 and discuss any questions you may have with your doctor.

### **Important Safety Information (continued)**

**Tell your doctor about all your muscle or nerve conditions** such as amyotrophic lateral sclerosis (ALS or Lou Gehrig's disease), myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased



### **Important Safety Information (continued)**

risk of serious side effects including severe dysphagia (difficulty swallowing) and respiratory compromise (difficulty breathing) from typical doses of BOTOX®.

**Please see additional Important Safety Information on the following pages.**

# TREATMENT CONSIDERATIONS

## You should not receive BOTOX<sup>®</sup> if you:

- Have a current urinary tract infection (UTI).
- Are not willing (or able) to use a disposable self-catheter if necessary.

## Side effects

It's always important to consider the potential side effects of any medication and equally weigh the benefits and risks with your doctor before making a decision.

The most common side effects after a BOTOX<sup>®</sup> treatment were:

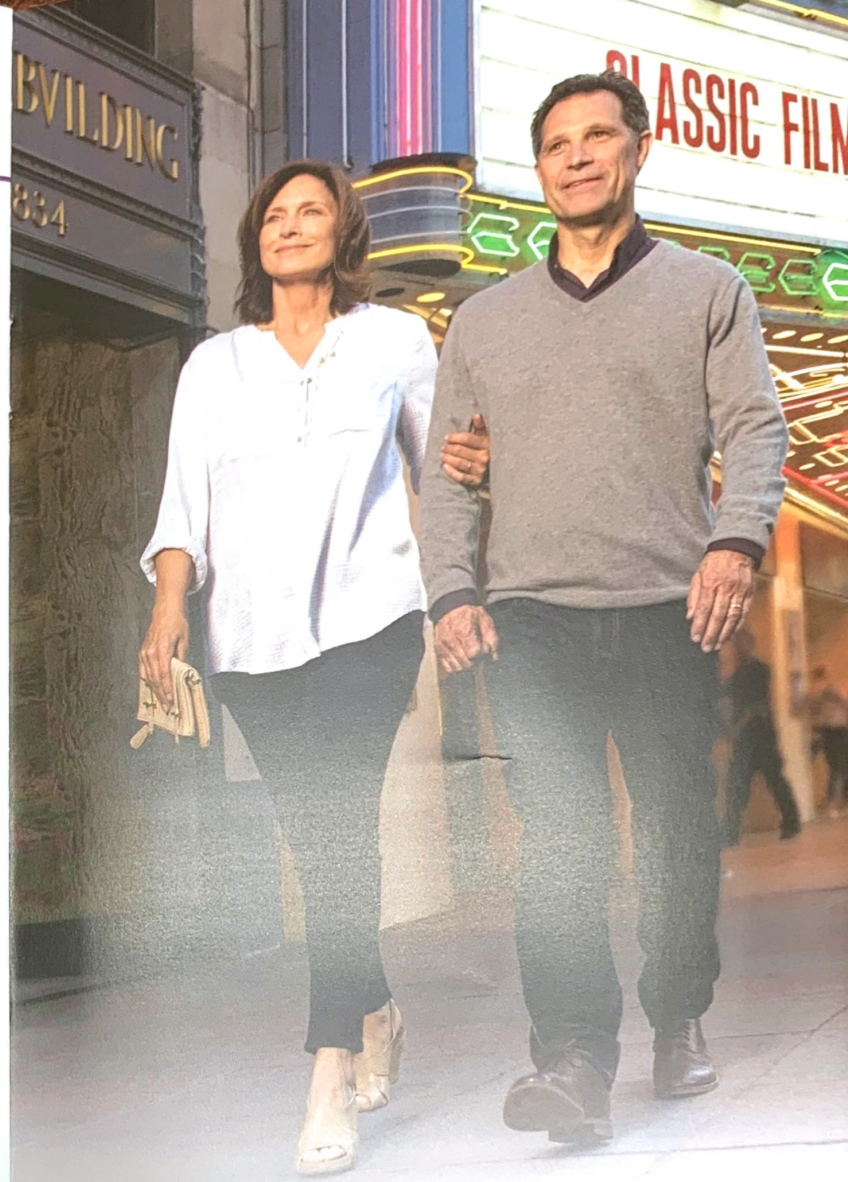
- Urinary tract infection (18% vs 6% with placebo)
- Painful or difficult urination (9% vs 7% placebo)
- Inability to fully empty your bladder, which may require the temporary use of a self-catheter (6% vs 0% placebo)

⇒ Few patients discontinued the BOTOX<sup>®</sup> for OAB clinical studies because of side effects (1.5% of patients taking BOTOX<sup>®</sup> compared to 0.9% of patients taking placebo).

⇒ This is not a complete list of side effects. Please see the Important Safety Information throughout this brochure, and if you have any questions, talk to your doctor.

## Important Safety Information (continued)

**Tell your doctor about all your medical conditions, including if you:** have or have had bleeding problems; have plans to have surgery; had surgery on your face; weakness of forehead muscles, such as trouble raising your eyebrows; drooping eyelids; any other



## Important Safety Information (continued)

abnormal facial change; have symptoms of a urinary tract infection (UTI) and are being treated for urinary incontinence (symptoms of a urinary tract infection may include pain or burning with urination, frequent urination, or fever); have problems emptying your bladder on your own and are being treated for urinary incontinence; are pregnant or plan to become pregnant (it is not known if BOTOX<sup>®</sup> can harm your unborn baby); are breastfeeding or plan to breastfeed (it is not known if BOTOX<sup>®</sup> passes into breast milk).

**Please see additional Important Safety Information on the following pages.**

# INSURANCE

**Most insurances (including Medicare and Medicaid) provide coverage for BOTOX<sup>®</sup> for OAB.\***

## For Medicare Patients

Patients with Medicare and supplemental insurance have no out-of-pocket cost.<sup>†</sup>

## For Patients With Commercial Insurance

Allergan offers a BOTOX<sup>®</sup> Savings Card to help with out-of-pocket costs.

With this program, most commercially insured patients are able to have their first BOTOX<sup>®</sup> treatment for little to no out-of-pocket cost.

- This program is for patients who are either currently or planning to receive BOTOX<sup>®</sup>.
- Eligible patients new to treatment can save up to \$200<sup>†</sup> on their first BOTOX<sup>®</sup> treatment, and \$100 for ongoing BOTOX<sup>®</sup> treatments.
- Eligible patients continuing with BOTOX<sup>®</sup> treatment can save up to \$100<sup>†</sup> on out-of-pocket costs for each ongoing treatment.

### Important Safety Information (continued)

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX<sup>®</sup> with certain other medicines may cause serious side effects.

## Savings Card

GRP# 8810101010  
ID# 12345678910

VALID ONLY IN UNITED STATES

4000 1234 5678 0910

4000

GOOD  
THRU 01/18

DEBIT

JOHN Q. PUBLIC

**VISA**

# ENROLL TODAY

**If you have commercial insurance, find out if you are eligible for savings on your out-of-pocket costs.**

**Online - [BOTOXSavingsCard.com](http://BOTOXSavingsCard.com)**

**Call - 1-800-44-BOTOX, option 4**

\*Based on Jan.-Dec. 2014 data.

<sup>†</sup>Average cost for Medicare patients with no supplemental insurance is \$173.32.

<sup>†</sup>The amount received on the card will not be higher than the out-of-pocket costs for BOTOX<sup>®</sup> treatment.

Restrictions apply. Please see full Eligibility Rules for more details at [BOTOXSavingsCard.com](http://BOTOXSavingsCard.com).

### Important Safety Information (continued)

**Do not start any new medicines until you have told your doctor that you have received BOTOX<sup>®</sup> in the past.**

**Please see additional Important Safety Information on the following pages.**





1

## TREATMENT CAN LAST UP TO 6 MONTHS

- Results may vary; talk to your doctor about your re-treatment timing.
- You must wait 3 months between treatments.



2

## WEEKS TO EXPERIENCE RESULTS

- In clinical trials, patients taking BOTOX<sup>®</sup> experienced fewer leakage episodes in as little as 2 weeks.



3

## TIMES FEWER ACCIDENTS

- In clinical trials, at week 12, patients who received BOTOX<sup>®</sup> had nearly 3 times fewer accidents than those who did not.

**Talk to a BOTOX<sup>®</sup> Urology Specialist.  
Find one today at [BOTOXforOAB.com](http://BOTOXforOAB.com)**

### IMPORTANT SAFETY INFORMATION (continued)

**Do not take BOTOX<sup>®</sup> if you:** are allergic to any of the ingredients in BOTOX<sup>®</sup> (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as *Myobloc*<sup>®</sup> (rimabotulinumtoxinB), *Dysport*<sup>®</sup> (abobotulinumtoxinA), or *Xeomin*<sup>®</sup> (incobotulinumtoxinA); have a skin infection at the planned injection site.

**Please see additional Important Safety Information inside and accompanying full Product Information, including Boxed Warning and Medication Guide.**



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*Dysport* is a registered trademark of Ipsen Biopharm Limited.

*Myobloc* is a registered trademark of Solstice Neurosciences, Inc.

*Xeomin* is a registered trademark of Merz Pharma GmbH & Co. KGaA.

VISA is a registered trademark of Visa International Service Association.

Reference: Data on file, Allergan Inc.

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