

NEW SURVEY REVEALS IMPACT OF SUBMENTAL FULLNESS ON SELF-PERCEPTION AND BEHAVIOR

The results of a recent survey, commissioned by Allergan, revealed the personal impact of submental fullness (or double chin) and how those with submental fullness are viewed by others.¹

The survey captured insights from 1,996 women and men across the U.S. between the ages of 18 and 65.¹ Here is a look at the results...

IMPACT OF SUBMENTAL FULLNESS ON SELF-PERCEPTION AND BEHAVIOR

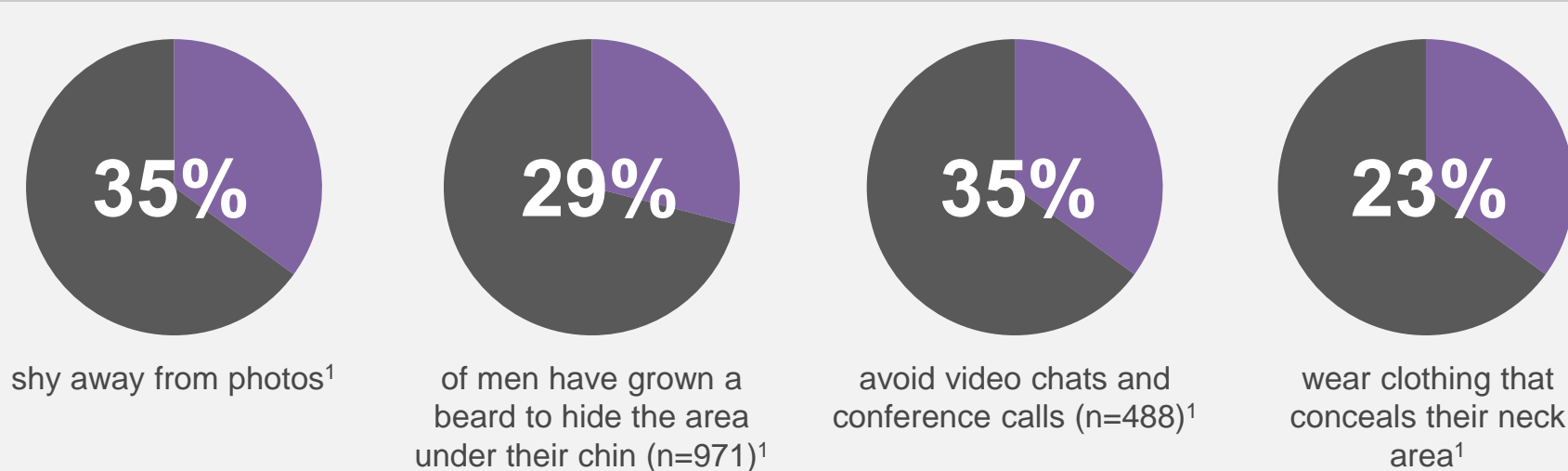
47% of respondents reported being bothered by the appearance of the area underneath their chin. 49% reported that the area under their chin negatively impacts their appearance.¹



45% of respondents felt people notice the area underneath their chin.¹

55% of female respondents (n=1,025) reported being bothered by the area under their chin, compared to 40% of male respondents (n=971).¹

MANY RESPONDENTS REPORTED ALTERING THEIR BEHAVIOR OR LOOKS TO CONCEAL A DOUBLE CHIN. FOR EXAMPLE:



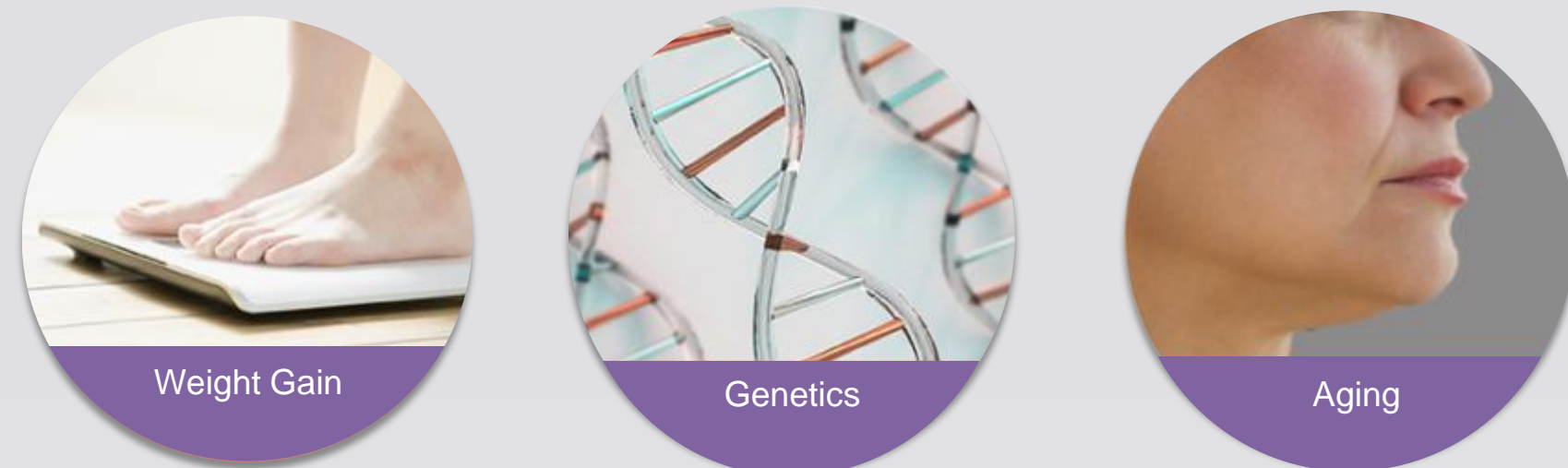
SOCIAL PERCEPTIONS OF SUBMENTAL FULLNESS

When evaluating photographs of individuals with varying levels of submental fullness...

78%

ADMITTED THEY ARE MORE LIKELY TO NOTICE A DOUBLE CHIN ON A WOMAN THAN A MAN.¹

You don't have to be overweight or older to have fullness under the chin, it can be genetic.² And sometimes, no matter how much you exercise and diet, the condition may not go away.³



LEARN ABOUT KYBELLA®...

KYBELLA® (deoxycholic acid) injection 10 mg/mL is the only FDA-approved injectable treatment for adults that destroys fat cells in the treatment area under the chin to improve your profile—whether you have a moderate amount of chin fullness or a bit more – without surgery.⁴

The active ingredient in KYBELLA® is a non-human, non-animal formulation of deoxycholic acid. Deoxycholic acid is a naturally occurring molecule in the body that aids in the breakdown and absorption of dietary fat.⁵



When injected into the fat in the treatment area beneath the chin, KYBELLA® physically destroys fat cells, which makes them unable to accumulate or store fat.^{4,5}



KYBELLA® treatment is a tailored process for each patient. A typical KYBELLA® treatment session consists of multiple injections under the chin. Most patients need multiple treatments, which are given at least 1 month apart, for a total of up to 6 treatments. In clinical trials, visible results were seen in 2-4 treatments sessions for many KYBELLA® subjects*, however, everyone has a different level of submental fat and only a physician can determine the number of KYBELLA® treatments each patient will need. And with KYBELLA® once the desired result is achieved, retreatment is not expected.⁴

59% of patients received 6 KYBELLA® treatments in clinical trials. Treatment tailored to the amount of fat under the chin and aesthetic goals. Multiple injections under the chin per treatment; up to 6 treatments spaced at least 1 month apart.⁴

68.2% of patients treated with KYBELLA® in 2 clinical studies had **some/moderately better improvement**, compared with 20.5% of patients treated with placebo (70% vs 18.6% in Study 1, 66.5% vs 22.2% in Study 2).⁶

16% of patients treated with KYBELLA® in 2 clinical studies had **significant/a great deal better improvement**, compared with 2% of patients treated with placebo (13.4% vs less than 0.1% in Study 1, 18.6% vs 3% in Study 2).⁶

*A ≥1-grade composite combined physician- and patient-rated improvement were 8% (1 treatment), 28% (2 treatments), 43% (3 treatments), 55% (4 treatments), 66% (5 treatments) and 72% (6 treatments), compared with 2% (1 treatment), 7% (2 treatments), 12% (3 treatments), 14% (4 treatments), 15% (5 treatments), and 22% (6 treatments) of patients treated with placebo.⁷

A ≥2-grade composite combined physician- and patient-rated improvement were 0% (1 treatment), 0.2% (2 treatments), 0.8% (3 treatments), 3.5% (4 treatments), 3.9% (5 treatments) and 15% (6 treatments) compared with 0% (1 treatment), 0.2% (2 treatments), 0.2% (3 treatments), 0.5% (4 treatments), 0.2% (5 treatments), and 1.5% (6 treatments) of patients treated with placebo.⁷

KYBELLA® Indication and Important Safety Information

What is KYBELLA®?

KYBELLA® is a prescription medicine used in adults to improve the appearance and profile of moderate to severe fat below the chin (submental fat), also called “double chin.”

It is not known if KYBELLA® is safe and effective for use outside of the submental area or in children under the age of 18.

Who should not receive KYBELLA®?

You should not receive KYBELLA® if you have an infection in the treatment area.

Before receiving KYBELLA®, tell your healthcare provider about all of your medical conditions, including if you:

Have had or plan to have surgery on your face, neck, or chin; have had cosmetic treatments on your face, neck, or chin; have had or have medical conditions in or near the neck area; have had or have trouble swallowing; have bleeding problems; are pregnant or plan to become pregnant (it is not known if KYBELLA® will harm your unborn baby); are breastfeeding or plan to breastfeed (it is not known if KYBELLA® passes into your breast milk; talk to your healthcare provider about the best way to feed your baby if you receive KYBELLA®).

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Especially tell your healthcare provider if you take a medicine that prevents the clotting of your blood (antiplatelet or anticoagulant medicine).

What are the possible side effects of KYBELLA®?

KYBELLA® can cause serious side effects, including nerve injury in the jaw (which can cause an uneven smile or facial muscle weakness), or trouble swallowing.

The most common side effects of KYBELLA® include: swelling, bruising, pain, numbness, redness, and areas of hardness in the treatment area.

These are not all of the possible side effects of KYBELLA®. Call your healthcare provider for medical advice about side effects.

Please see [full Prescribing Information](#).

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1. Allergan, Data on File, Confidence Study April 2016. 2. DeFatta R, Ducic Y. Liposuction of the Face and Neck. Operative Techniques in Otolaryngology. 2007; 18(3):261-266. 3. Schlessinger J, Weiss SR, Jewell M, Narurkar V, Weinkle S, Gold MH, Bazerkanian E. Perceptions and Practices in Submental Fat Treatment: A Survey of Physicians and Patients. SKINmed Dermatology for the Clinician. 2013; 11(1):27-31. 4. KYBELLA® Prescribing Information, 2015 5. Thuangtong R, Bentow J, Knopp K, Mahmood N, David N, Kolodney M. Tissue-Selective Effects of Injected Deoxycholate. American Society for Dermatologic Surgery, Inc. 2010; 36(6):899-908. 6. Data on file, Allergan, Inc.; Integrated Summary of Efficacy: ATX-101. 7. Data on file, Allergan, Inc.; Composite 1- and 2-grade Responders, 2015.