

Website Copy (for physician/practice websites)

Have you heard the buzz about KYBELLA®?

Our office is now offering KYBELLA®, the first and only FDA-approved injectable treatment to improve the appearance of moderate to severe fat beneath the chin by physically destroying fat cells in the treatment area.¹

Submental fullness can impact men and women, and can be influenced by several factors such as genetics, weight gain and aging,^{2,3} and can be resistant to diet and exercise.⁴ According to a 2015 survey by the American Society for Dermatologic Surgery, nearly as many aesthetically-oriented consumers are bothered by submental fullness (67%) as by lines and wrinkles around the eyes (69%).⁵

When injected into subcutaneous fat, KYBELLA® causes the destruction of fat cells. Once destroyed, those cells cannot store or accumulate fat.^{1,6}

KYBELLA® can cause serious side effects, including nerve injury in the jaw (which can cause an uneven smile or facial muscle weakness), and trouble swallowing. The most common side effects are swelling, bruising, pain, numbness, redness, and areas of hardness in the treatment area.¹

Talk to Dr. [name(s)] to determine if KYBELLA® might be right for you, or learn more about KYBELLA® visit www.mykybella.com.

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.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/safety/MedWatch or call 1-800-FDA-1088.

Please talk to your healthcare provider or visit www.mykybella.com for [full Prescribing Information](#).

© 2016 Allergan. All rights reserved. All trademarks are the property of their respective owners.

References

¹ KYBELLA® Product Label, 2015

² Rzany, Griffiths. "Reduction of unwanted submental fat with ATX-101 (deoxycholic acid), an adipocytolytic." 2013

³ DeFatta R, Ducic Y. "Liposuction of the face and neck. *Operative Techniques in Otolaryngology*." 2007

⁴ Chubaty, Duncan. Aesthetic Surgery Journal, "Clinical Safety Data and Standards of Practice for Injection Lipolysis: A Retrospective Study." 2006

⁵ American Society for Dermatologic Surgery 2015 Consumer Survey on Cosmetic Dermatologic Procedures (N=7,315). Exact survey language was, "How bothered are you by excess fat under the chin/neck?" 2015

⁶ Thuangtong, Rattapon. "Tissue-Selective Effects of Injected Deoxycholate." 2010

APC23ET16