PREVENT HEADACHES AND MIGRAINES BEFORE THEY EVEN START
BOTOX® prevents on average 8 to 9 headache days and migraine/probable migraine days a month (vs 6 to 7 for placebo)¹⁻⁵

For adults with Chronic Migraine, 15 or more headache days a month, each lasting 4 hours or more.
BOTOX® is not approved for adults with migraine who have 14 or fewer headache days a month.

**Indication**
BOTOX® is a prescription medicine that is injected to prevent headaches in adults with chronic migraine who have 15 or more days each month with headache lasting 4 or more hours each day in people 18 years or older.

It is not known whether BOTOX® is safe or effective to prevent headaches in patients with migraine who have 14 or fewer headache days each month (episodic migraine).

**IMPORTANT SAFETY INFORMATION**

**BOTOX® may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX®:**

- **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, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing.

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX® has been used at the recommended dose to treat chronic migraine.

**BOTOX® may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX®. If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

Please see additional Important Safety Information throughout the brochure.
3.2 MILLION U.S. adults are living with Chronic Migraine

64% did not receive a Chronic Migraine diagnosis

*Based on a study of 200 Chronic Migraine patients who had sought evaluation from a Headache Specialist.

IMPORTANT SAFETY INFORMATION (continued)

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

The dose of BOTOX® is not the same as, or comparable to, another botulinum toxin product.
Chronic Migraine Is a Severe Subtype of Migraine

You may start with a different headache condition that gets worse until it becomes Chronic Migraine.

Episodic Migraine

- Fewer than 15 headache days per month
- Headaches don’t last as long
- Pain is often less severe

Chronic Migraine

- 15 or more headache days per month
- Headaches last longer
- Pain is often more severe

Chronic Migraine can be very disabling and difficult for you and the people you know.

IMPORTANT SAFETY INFORMATION (continued)

Serious and/or immediate allergic reactions have been reported. They include itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Get medical help right away if you experience symptoms; further injection of BOTOX® should be discontinued.

Please see additional Important Safety Information throughout this brochure.
Finding Out if You’re One of the **Millions** Living With Undiagnosed Chronic Migraine

15+ **headache days** a month\(^{10,15}\)

▶ 8+ of those days are associated with migraine\(^{10,15}\)

4+ **hours** of headache per headache day\(^{10,15}\)

**Make Sure You** **Count All Headache Days to See if You Have Chronic Migraine**

Both headaches and migraines count toward your monthly headache day total

Think about days when you had no headache, which may be easier to remember

Count any day you took a medicine to treat headache symptoms

Keep track with a headache diary, then bring it to every appointment

**IMPORTANT SAFETY INFORMATION (continued)**

Tell your doctor about all your muscle or nerve conditions such as ALS or Lou Gehrig’s disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of BOTOX®.
Information You May Discuss With Your Doctor About Your Condition

- How severe your headaches/migraines are
- How long your headaches/migraines normally last
- How you responded to treatments you’ve taken
- How the condition affects your daily life
- What types of treatments are available to prevent headache days

A Chronic Migraine diagnosis may change the course of your treatment plan

Talk to your doctor to find out more about Chronic Migraine

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; trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX® can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX® passes into breast milk).

Please see additional Important Safety Information throughout this brochure.
Prevention Is One of 2 Common Ways to Attack Chronic Migraine

**Acute Treatments**¹⁶,¹⁷
Taken after headache/migraine pain has started to reduce symptoms

**Preventive Treatments**¹⁶,¹⁷
Taken on a schedule to prevent headaches/migraines before they start

A Chronic Migraine management plan may include acute and preventive treatment¹⁶,¹⁸

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

Do not start any new medicines until you have told your doctor that you have received BOTOX® in the past.
Because Chronic Migraine Is So Severe, Guidelines* Recommend Use of Preventive Treatments

Acute Treatments
Preventive Treatments
Talk to your doctor to find the treatment plan that's right for you

Prevention

IMPORTANT SAFETY INFORMATION (continued)
Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX® with certain other medicines may cause serious side effects.

IMPORTANT SAFETY INFORMATION (continued)
Tell your doctor if you have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Myobloc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

Please see additional Important Safety Information throughout this brochure.

BOTOX® Prevents Headaches and Migraines Before They Even Start

BOTOX® prevents on average 8 to 9 headache days and migraine/probable migraine days a month (vs 6 to 7 for placebo)¹-⁵

*American Academy of Neurology guidelines.
IMPORTANT SAFETY INFORMATION (continued)

Other side effects of BOTOX® include: dry mouth, discomfort or pain at the injection site, tiredness, headache, neck pain, and eye problems: double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes.

For more information refer to the Medication Guide or talk with your doctor.
People with Chronic Migraine have been treated with BOTOX® since its FDA approval in 2010. Results may vary. Based on IMS Health Pharmetrics Plus data.

IMPORTANT SAFETY INFORMATION (continued)
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.
BOTOX® Prevents Headaches and Migraines Before They Even Start

BOTOX® prevents on average 8 to 9 headache days and migraine/probable migraine days a month (vs 6 to 7 with placebo) after 2 treatments (at 24 weeks).1-5

IMPORTANT SAFETY INFORMATION (continued)

BOTOX® may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX®:

- 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.
On the Days You Still Have Headaches/Migraines,
Every Hour Counts

107-134 fewer total cumulative headache hours per month on average on headache days for people taking BOTOX® (vs 70-95 with placebo) at 24 weeks’

Talk to your doctor about what to expect with BOTOX® treatment and when to expect results

IMPORTANT SAFETY INFORMATION (continued)

- 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, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing.

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX® has been used at the recommended dose to treat chronic migraine.

Please see additional Important Safety Information throughout this brochure.
Most Insurance Plans Cover the Majority of the Cost of BOTOX® Treatment

Plus, the BOTOX® Savings Card can help with possible out-of-pocket costs*

More savings when you need it most

Up to **$400**
savings on out-of-pocket costs for 1 treatment†

**JANUARY-MARCH**

After you may have met your deductible

Up to **$200**
savings on out-of-pocket costs per treatment (up to 4 treatments)‡

**APRIL-DECEMBER**

Your total savings per calendar year can add up to **$1200**.

Treatment must be at least 12 weeks apart.

*Some insurance plans require you to have tried 2 or more other preventive treatments before covering BOTOX®.
†Covers out-of-pocket costs of BOTOX® and related procedures for up to 5 treatments in a 12-month period.
‡Coverage and out-of-pocket costs may vary. Must be commercially insured and meet eligibility criteria to qualify.
§Based on data pulled from January to December 2014 (n = 29,388).

82% of commercially insured patients pay nothing with the BOTOX® Savings Card21.§

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**IMPORTANT SAFETY INFORMATION (continued)**

BOTOX® may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX®. If this happens, do not drive a car, operate machinery, or do other dangerous activities.

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

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

Talk to your doctor about the BOTOX® Savings Card or visit BOTOXSavingsCard.com to get started.
Indication

BOTOX® (onabotulinumtoxinA) is a prescription medicine that is injected to prevent headaches in adults with chronic migraine who have 15 or more days each month with headache lasting 4 or more hours each day in people 18 years or older. It is not known whether BOTOX® is safe or effective to prevent headaches in patients with migraine who have 14 or fewer headache days each month (episodic migraine).

IMPORTANT SAFETY INFORMATION

BOTOX® may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX®:

- 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, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing.

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX® has been used at the recommended dose to treat chronic migraine.

BOTOX® may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX®. If this happens, do not drive a car, operate machinery, or do other dangerous activities.

Please see additional Important Safety Information about BOTOX® inside.

SIGN UP TO GET SUPPORT FROM PATHWAYS TO PREVENTION

Fill out and mail the attached form to get emailed treatment reminders, patient stories, and more!
By filling out and mailing this card, I agree to receive information from Allergan related to education on headache disorders like Chronic Migraine, as well as other Allergan products and services. I understand I can opt out at any time. Please see Important Safety Information including Boxed Warning throughout this card.

GET SUPPORT FROM PATHWAYS TO PREVENTION AS YOU CONTINUE YOUR JOURNEY

Updates, treatment reminders, real Chronic Migraine patient stories, and more are available to keep you inspired and help you and your doctor stay on top of your condition. Sign up today!

Which of the following describes your BOTOX® (onabotulinumtoxinA) experience?

- I am not currently using BOTOX®, but am interested in learning more
- I am planning to receive my first BOTOX® treatment
- I have received only 1 BOTOX® treatment
- I have received 2 or more BOTOX® treatments

I first began BOTOX® treatment on:

My next BOTOX® treatment will be on:

PHYSICIAN

What type of physician are you seeing to manage your Chronic Migraine?

- Primary Care Physician
- Neurologist
- Headache Specialist
- Pain Specialist
- Other
- None

FIRST NAME LAST NAME

DATE OF BIRTH

ADDRESS

CITY STATE ZIP

EMAIL

M D Y

M D Y

M D Y

IMPORTANT SAFETY INFORMATION (continued)

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

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. They include itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Get medical help right away if you experience symptoms; further injection of BOTOX® should be discontinued.

Tell your doctor about all your muscle or nerve conditions such as ALS or Lou Gehrig’s disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of BOTOX®.

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; trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX® can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX® passes into breast milk).

Please see additional Important Safety Information on the following pages.

IMPORTANT SAFETY INFORMATION (continued)

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX® (onabotulinumtoxinA) with certain other medicines may cause serious side effects. Do not start any new medicines until you have told your doctor that you have received BOTOX® in the past.

Tell your doctor if you have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Mylontoc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

Other side effects of BOTOX® include: dry mouth, discomfort or pain at the injection site, tiredness, headache, neck pain, and eye problems: double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes. For more information refer to the Medication Guide or talk with your doctor. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see accompanying Summary of Information about BOTOX®.
Tell your doctor about all your muscle or nerve conditions such as ALS or Lou Gehrig’s disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of BOTOX®.

Please see additional Important Safety Information throughout this brochure.
Start a headache diary to measure the frequency, severity, and impact of your headaches. Then bring the diary to every appointment to track your progress. Be sure to ask your doctor for a headache diary today.

Resources Available for You

Visit BOTOXChronicMigraine.com to further your education about Chronic Migraine and BOTOX® treatment.

Pathways to Prevention

Sign up for appointment reminders, information about managing Chronic Migraine, and healthy living tips at BOTOXChronicMigraine.com/Register.

Start a headache diary to measure the frequency, severity, and impact of your headaches. Then bring the diary to every appointment to track your progress. Be sure to ask your doctor for a headache diary today.

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; trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX® can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX® passes into breast milk). Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX® with certain other medicines may cause serious side effects. Do not start any new medicines.
Now That You've Learned More About BOTOX® What's Your Next Step?

Get prepared to discuss Chronic Migraine and BOTOX® with your doctor. Here are some important topics to think about:

- How many days you were totally headache free last month
- How your headaches and migraines make you feel
- How headaches and migraines affect you and the people you know
- What other preventive treatments you've taken for headaches and migraines
- How often you take acute treatments (over the counter or prescription) to treat headaches and migraines
- Whether BOTOX® is the right option for you
- Any other questions you may have about BOTOX® treatment

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;
- Have weakness of forehead muscles;
- Trouble raising your eyebrows;
- Drooping eyelids;
- Any other abnormal facial change;
- Are pregnant or plan to become pregnant (it is not known if BOTOX® can harm your unborn baby);
- Are breastfeeding or plan to (it is not known if BOTOX® passes into breast milk).

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

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

Tell your doctor if you have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Myobloc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

Please see additional Important Safety Information throughout this brochure.
IMPORTANT SAFETY INFORMATION (continued)

Other side effects of BOTOX® include: dry mouth, discomfort or pain at the injection site, tiredness, headache, neck pain, and eye problems: double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes.

For more information refer to the Medication Guide or talk with your doctor.

Summary of Information about BOTOX®
(onabotulinumtoxinA)

What is the most important information I should know about BOTOX®?

BOTOX® 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®:

- 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, trouble saying words clearly, loss of bladder control, trouble breathing, trouble swallowing.

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX® has been used at the recommended dose to treat Chronic Migraine.

BOTOX® may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of taking BOTOX®. If this happens, do not drive a car, operate machinery, or do other dangerous activities.

BOTOX® dosing units are not the same as, or comparable to, any other botulinum toxin product.

What is BOTOX®?

BOTOX® is prescription medicine a medical professional injects into muscles to prevent headaches in adults with Chronic Migraine who have 15 or more days each month with headache lasting 4 or more hours each day in people 18 years and older.

It is not known whether BOTOX® is safe or effective to prevent headaches in people with migraine who have 14 or fewer headache days each month (episodic migraine).

Who should not take BOTOX®?

Do not use BOTOX® if you are: allergic to any of the ingredients in BOTOX® such as botulinum toxin type A and human serum albumin; had an allergic reaction to another botulinum toxin product such as Myobloc® (rimabotulinumtoxinB), Dysport® (abobotulinumtoxinA), or Xeomin® (incobotulinumtoxinA); or have a skin infection at the planned injection site.

What should I tell my doctor before treatment?

Tell your doctor about all your muscle or nerve conditions, such as amyotrophic lateral sclerosis (Lou Gehrig’s disease), myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects.

Tell your doctor if you have or have had breathing problems such as asthma or emphysema; swallowing problems; bleeding issues; plan to or have had surgery; have forehead muscle weakness such as trouble raising your eyebrows; drooping eyelids; or any changes to your face.

Tell your doctor if you are pregnant, plan to become pregnant, are breastfeeding or plan to breast feed. It is not known if BOTOX® (onabotulinumtoxinA) can harm your unborn baby or if BOTOX® passes into breast milk.

What Are Common Side Effects?

The most common side effects include neck pain; headache; migraine; slight or partial facial paralysis; eyelid drooping; bronchitis; musculoskeletal stiffness; muscular weakness; pain in 1 or more muscles, ligaments, tendons, or bones; muscle spasms; injection site pain; and high blood pressure. Other side effects have been reported including allergic reactions e.g. itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint.

These are not all of the possible side effects. Call your doctor for medical advice if you experience any side effects after treatment with BOTOX®.

What Should I Tell My Doctor About Medicines and Vitamins I Take?

Using BOTOX® with certain medicines may cause serious side effects. Do not start any new medicines until you have told your doctor that you have received BOTOX® in the past. Tell your doctor if you have received an injection with another botulinum toxin product in the last 4 months, such as Myobloc®, Dysport®, or Xeomin®. Be sure your doctor knows which product you received.

Tell your doctor about all prescription and over-the-counter medicines and supplements you take including: vitamins and herbal products; recent antibiotic injections; anticholinergics; muscle relaxants; allergy or cold medicine; sleep medicine; aspirin-like products; and blood thinners. Ask your doctor if you are not sure whether your medicine is listed above.

To Learn More

If you would like more information, talk to your doctor and/or go to BotoxChronicMigraine.com for full Product Information.

You may report side effects to the FDA at www.fda.gov/medwatch or call 1-800-FDA-1088.

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

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