

**LIFT IT**  
.....  
**SMOOTH IT**  
.....  
**PLUMP IT**  
.....

**JUVÉDERM<sup>®</sup> IT**

**YOUR GUIDE TO REFRESHING  
YOUR LOOK WITH FACIAL FILLERS**





# REFRESH **IT**

When you love life and you feel great, you want it to show. Yet, over time, your face may start to display small signs of aging that can leave you looking less like you.

When you JUVÉDERM® IT, you can refresh specific facial features to aim for the look you want. As the world's leading brand of hyaluronic acid facial fillers\*, JUVÉDERM® can help (depending on the treatment chosen):

- Smooth **lines** and **wrinkles**
- Replace lost **volume**
- Restore **hydration**
- Maintain a **natural look** and **natural feel**†

**RESULTS CAN LAST  
FOR UP TO 24 MONTHS,  
DEPENDING ON THE  
TREATMENT CHOSEN.**

\* Based on healthcare professional tracking market research, from over 1000 healthcare professionals in the largest 13 aesthetic markets worldwide.

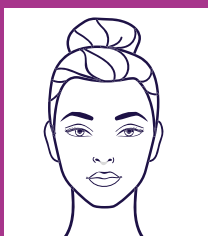
† The study describing natural looking and natural feeling results evaluated the effects of Juvéderm® VOLBELLA® over a period of 12 months.

# UNDERSTAND IT

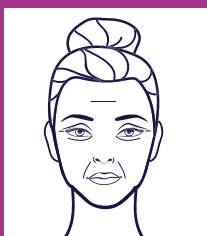
Aging is natural. It's the process that occurs when skin cell renewal slows down. For your skin this means less collagen, elastin and hyaluronic acid, which causes wrinkling and a loss of elasticity.

Aging can affect our faces in a number of ways:

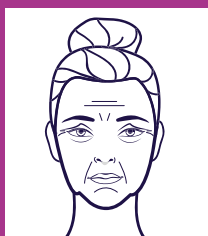
- **Bone density** decreases and our facial structure becomes hollower, especially around the eyes, cheeks and chin
- **Soft tissue volume** decreases and the facial fat that keeps our skin looking full and smooth moves to the lower portion of our face
- **Additional environmental effects** such as pollution, sun exposure, stress and smoking take their toll



**30**



**40**



**50**

All these factors can make you feel like you've lost that spark when you look in the mirror.

# JUVÉDERM<sup>®</sup>IT

**JUVÉDERM<sup>®</sup>** facial fillers are injectable treatments that can shape and contour specific facial features — with results that can last for up to 24 months, depending on the treatment chosen.

**JUVÉDERM<sup>®</sup>** adds volume to specific areas of the face — lifting the cheeks, smoothing lines and plumping lips.

Many **JUVÉDERM<sup>®</sup>** facial fillers include lidocaine which can help reduce discomfort during the procedure. The range is designed to treat different areas of the face, and visible results can be seen shortly after treatment.

**JUVÉDERM<sup>®</sup>** facial fillers may cause side effects, so it is important to discuss this with your aesthetic practitioner to help you decide if JUVÉDERM<sup>®</sup> is right for you.

## **A NATURAL LOOK AND FEEL**

To help keep you looking like you, whether you're smiling, laughing or frowning, our patented technology allows JUVÉDERM<sup>®</sup> to integrate into the tissue under the skin.

During consultation, your healthcare practitioner will check your face whilst it's still (static) and moving (dynamic) with the aim of giving you a natural-looking result, whatever emotion you're feeling.

# REFRESH<sub>IT</sub>

**DEPENDING ON THE TREATMENT CHOSEN,  
OUR FACIAL FILLERS ARE DESIGNED TO HELP:**

**A**

Smooth the lines around your eyes; lift and project your eyebrows and improve your under-eye area;\* add volume to your temples

**B**

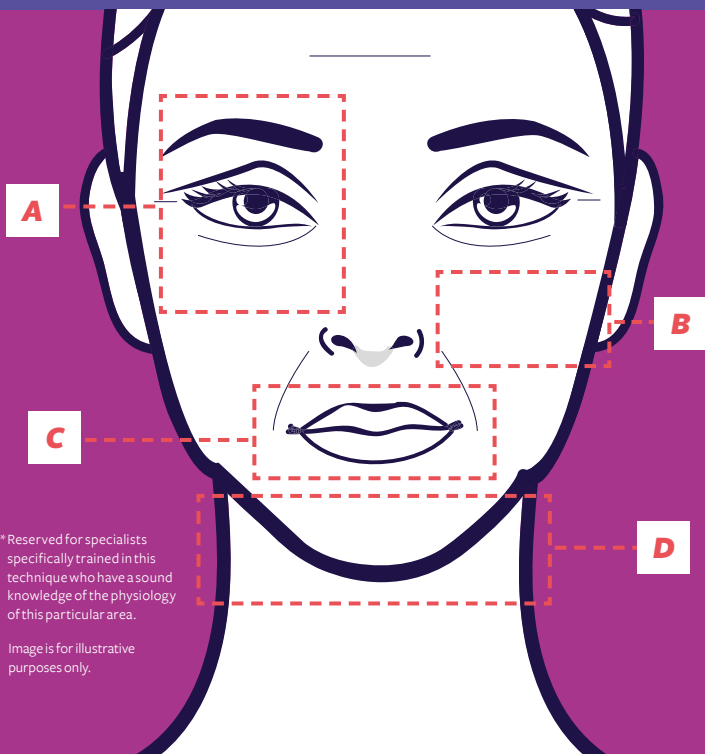
Add volume to lift your cheeks for a more defined look

**C**

Smooth lines around the mouth; add volume and definition to plump your lips

**D**

Contour your chin and jawline



\* Reserved for specialists specifically trained in this technique who have a sound knowledge of the physiology of this particular area.

Image is for illustrative purposes only.

# HYDRATE<sub>IT</sub>

Feel comfortable in your own skin, feel your best.  
But what does “good skin” really look and feel like?  
According to research with healthcare professionals,  
it is based on 3 main factors:<sup>†</sup>

## TEXTURE

Skin that is hydrated and lacking in fine lines.

## ELASTICITY

Skin that is firm.

## COLOUR

Skin that is not pigmented or red.

### Juvéderm® VOLITE™:

**JUVÉDERM®’s Skin-Quality Injectable can help  
improve skin hydration for up to 9 months.\***

It can be used for face, neck and décolletage to:

- Improve the appearance of fine lines
- Hydrate skin
- Improve skin smoothness<sup>‡</sup>

**“ I’VE NOTICED MY SKIN  
IS MUCH PLUMPER. IT’S  
CERTAINLY MORE GLOWING.”**

**JUVÉDERM® CUSTOMER, 66**

\* Studies evaluating Juvéderm® VOLITE™ used Juvéderm® VOLITE™ B (without lidocaine).

† In 2015, a total of 40 healthcare professionals from Canada, UK, France, Italy and Taiwan took part in research designed to evaluate skin quality.

‡ Changes in the texture of cheek skin was used to evaluate skin smoothness.

# PERSONALIZE<sub>IT</sub>

Facial attractiveness is often described in terms of symmetry, balance and harmony. So, while there may be a specific facial area you're looking to enhance, your healthcare practitioner may evaluate multiple areas to help you aim for the look you want.

## WHICH IS IT?

JUVÉDERM® has a range designed to treat different areas of the face. Your healthcare practitioner will work with you to identify suitable JUVÉDERM® treatments for you.

## GET IT RIGHT

Your goals, your plan. Your healthcare practitioner can help create a personal treatment plan, based on your individual goals, and advise you on the JUVÉDERM® treatments that can help you achieve the results you're aiming for. The images below show a patient being treated with JUVÉDERM® during different sessions on the same day.



**BEFORE TREATMENT**



**SESSION 1**  
+ 2 mL



**SESSION 2**  
+ 2 mL



**SESSION 3**  
+ 4 mL

Images provided courtesy of Dr. Mauricio de Maio (Plastic Surgeon, Brazil). Based on Dr. Mauricio de Maio's clinical opinion. Individual patient results may vary. Images are for illustrative purposes only.



# COMPARE IT

**NATURAL-LOOKING RESULTS  
YOU CAN SEE RIGHT AWAY**



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

Patients received a variety of JUVÉDERM® products. Images provided courtesy of Dr. Mauricio de Maio (Plastic Surgeon, Brazil). Individual patient results may vary.

# 96%

\* 110 out of a study of 115 patients.

of patients\* reported being “delighted” or “happy” immediately after treatment with Juvéderm® VOLUMA®, part of the JUVÉDERM® range of products.

# ASK IT

You frequently ask it. We answer it. Talk to your healthcare practitioner for more guidance and advice on aftercare, as well as further information on the questions below.

## ***Q. How soon can I return to my normal routine?***

- A. You may experience swelling or redness after treatment. However, many people can return to their normal routine on the day they are treated, depending on treatment received.

## ***Q. Are there any Dos and Don'ts?***

- A. Your healthcare practitioner may advise avoiding things like wearing makeup on the treated areas, extended periods in the sun, saunas, UV rays or very cold temperatures, for a while.

## ***Q. Should I book a follow-up treatment?***

- A. Your healthcare practitioner will advise on how to maintain your results. They may suggest a follow-up appointment after treatment.

# 62%

of patients\* returned to their normal routine on the same day as their treatment with Juvéderm® VOLBELLA®, part of the JUVÉDERM® range of products.

\* 38 out of a study of 61 patients asked.

# WHY JUVÉDERM<sup>®</sup> IT?

The world's leading brand of hyaluronic acid facial fillers.\*

Allergan supports clinical practice by offering training to healthcare practitioners.

Results that can look and feel natural.

Results that can last for up to 24 months, depending on the treatment chosen.

***It's time to stop dreaming  
and start doing. Ask your healthcare  
practitioner about a consultation.***

## VISIT IT

***juvederm.ca for more information.***

Results may vary.

For more product and safety information,  
and to find out if JUVÉDERM<sup>®</sup> is right for you,  
talk to your doctor or visit [www.juvederm.ca](http://www.juvederm.ca).

\* Based on healthcare professional tracking market research, from over 1000 healthcare professionals in the largest 13 aesthetic markets worldwide.

## SAFETY INFORMATION

### JUVÉDERM® indications

JUVÉDERM® is a family of injectable implant products intended to smooth lines and wrinkles, enhance lips, treat perioral lines and oral commissures and restore lost volume to the cheeks and jawline.

### JUVÉDERM® safety information

Your physician will ask about your medical history to determine if JUVÉDERM® products are appropriate for you. Tell your practitioner if you have:

- Severe allergies with a history of anaphylaxis, multiple severe allergies, allergies to hyaluronic acid or other filler products, or allergies to lidocaine or other local anesthetics.
- A history of autoimmune disease, recurrent sore throats, rheumatic fever, epilepsy, or porphyria.

The following are important treatment considerations for you to discuss with your practitioner before treatment in order to help avoid unsatisfactory results and complications:

- You are currently taking medications which prolong bleeding, such as acetylsalicylic acid (aspirin), non-steroidal anti-inflammatory drugs, or anticoagulants, as with any injection, you may experience prolonged bleeding. You should inform your practitioner about any medications you are currently taking.
- You have recently had other skin surface treatments (such as laser treatment, skin peels or dermabrasion) or have previously used fillers.
- You have skin infections or inflammation such as acne or cold sores.
- You scar frequently.
- You are pregnant or breastfeeding, or you are under the age of 18 years (under the age of 21 years if treating the lips), as the safety of JUVÉDERM® products has not been established.

Potential side effects associated with JUVÉDERM® products include temporary injection-site reactions such as redness, swelling, itching, pain, firmness, bumps, bruising and discolouration. These reactions may occur immediately or may be delayed and may last for up to a week. Injections in the lips may cause more swelling and bruising due to the unique physiology of this area. As with any injection, there is a risk of infection. This is not a complete list of side effects. If inflammatory reactions persist for more than one week, or if any other side effects develop, seek medical attention as soon as possible.

Models treated with JUVÉDERM®. Images are for illustrative purposes only. Actual results may vary.  
©2019 Allergan. All rights reserved. JUVÉDERM®, VOLBELLA®, VOLITE™, VOLUMA®, and its designs are registered trademarks of Allergan Holdings France SAS or its affiliates, used under license by Allergan Inc.  
JUV-IT-PA-Brochure-E APC75TR19 May 2019

