

About “Open Arms: Raising Awareness of Upper Limb Spasticity” Educational Campaign

Allergan, Inc., maker of BOTOX® (onabotulinumtoxinA), has joined forces with legendary actor Henry Winkler, who cared for his mother as she struggled with upper limb spasticity following a stroke, and a coalition of national patient advocacy organizations to launch the “Open Arms: Raising Awareness of Upper Limb Spasticity” educational campaign. The campaign aims to address the low awareness and under-diagnosis of upper limb spasticity. Spasticity is a debilitating condition impacting approximately 1 million Americans, many of whom suffer from spasticity in the upper limbs following a stroke. Upper limb spasticity may also occur following a spinal cord or traumatic brain injury or in patients affected by multiple sclerosis or adults with a history of cerebral palsy. Participating advocacy partners in this educational campaign include:

- National Stroke Association
- Brain Injury Association of America
- National Spinal Cord Injury Association
- United Cerebral Palsy
- United Spinal Association

The “Open Arms: Raising Awareness of Upper Limb Spasticity” campaign offers resources for people living with upper limb spasticity and those who care for them, including a comprehensive, educational Web site. At www.OpenArmsCampaign.com/awareness, people can learn how to recognize and manage life with upper limb spasticity, hear from others living with the condition, find out about what care and treatment options are available and who to turn to for help, including a resource to find a neurologist or physiatrist trained to manage the condition. Throughout the year, several educational seminars will be hosted in cities across the country, as well as on the Internet.

For more information about upper limb spasticity, or to find a neurologist or physiatrist who treats the condition, please visit www.OpenArmsCampaign.com/awareness, the official campaign page on Facebook at www.facebook.com/OpenArmsCampaign, or call 1-888-ULS-INFO.

“Open Arms: Raising Awareness of Upper Limb Spasticity” Advocacy Partners



*Partners in the campaign do not endorse any specific treatment for upper limb spasticity.

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 itchy rash, swelling, and shortness of breath. Tell your doctor or get medical help right away if you experience any such symptoms, further injection of BOTOX® should be discontinued.

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*® or *Dysport*®; have a skin infection at the planned injection site.

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

Tell your doctor about all your medical conditions, including if you have: plans to have surgery; had surgery on your face; weakness of forehead muscles, such as 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 breast-feeding or plan to breastfeed (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.

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

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 the accompanying full Product Information, including Medication Guide, for BOTOX®.

i Allergan Data on File; Global Literature & Information Services



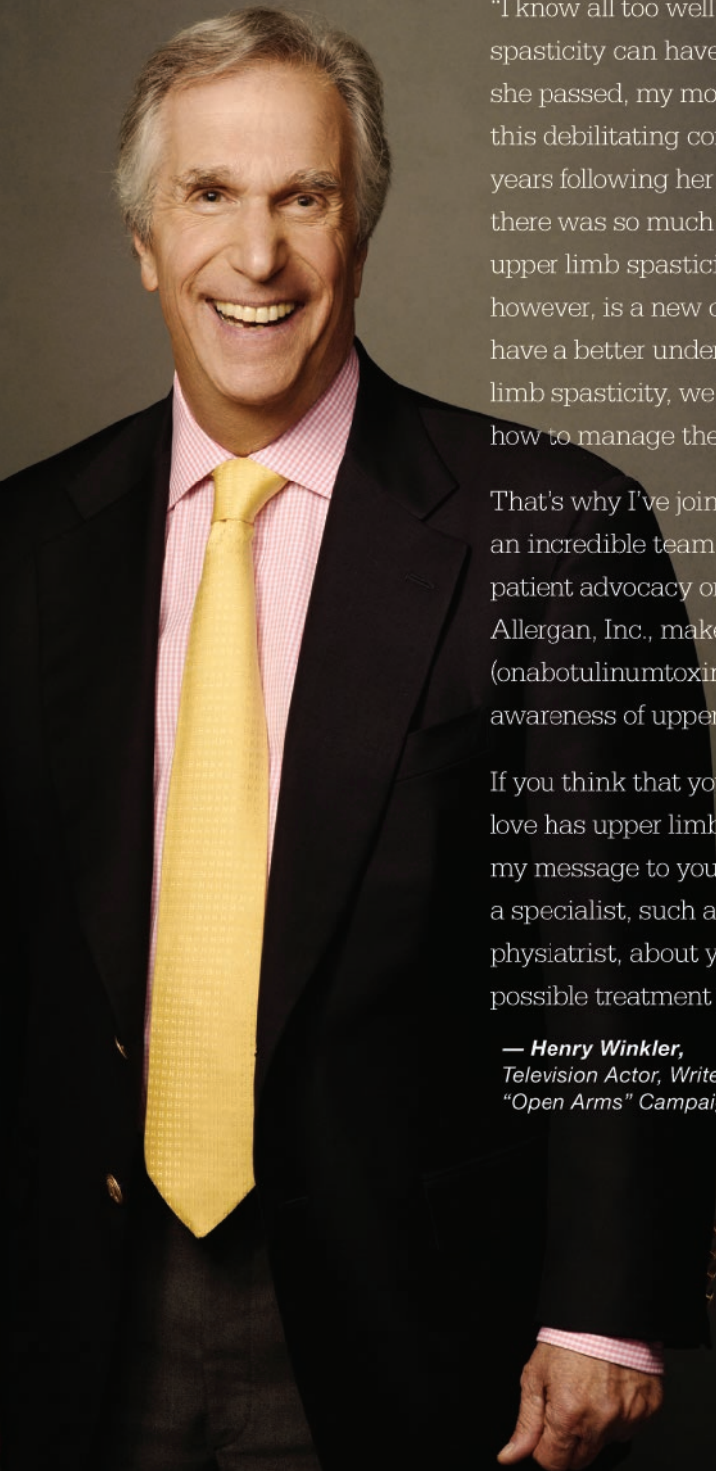
Open Arms
Raising Awareness of Upper Limb Spasticity

Understanding Upper Limb Spasticity



Our pursuit. Life's potential.®

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"I know all too well the toll upper limb spasticity can have on a person. Before she passed, my mother suffered from this debilitating condition for 10 long years following her stroke. Unfortunately, there was so much less known about upper limb spasticity back then. Today, however, is a new day. Not only do we have a better understanding of upper limb spasticity, we know more about how to manage the condition.

That's why I've joined forces with an incredible team of national patient advocacy organizations and Allergan, Inc., maker of BOTOX® (onabotulinumtoxinA), to raise awareness of upper limb spasticity.

If you think that you or someone you love has upper limb spasticity then my message to you is this: Speak to a specialist, such as a neurologist or physiatrist, about your symptoms and possible treatment options."

— **Henry Winkler**,
Television Actor, Writer, Producer and
"Open Arms" Campaign Ambassador

What is Upper Limb Spasticity?

If you or someone you love lives with upper limb spasticity, you are not alone. Spasticity is a debilitating condition impacting approximately 1 million Americans, many of whom suffer from spasticity in the upper limbs following a stroke. Upper limb spasticity may also occur following a spinal cord or traumatic brain injury, or in patients affected by multiple sclerosis or adults with a history of cerebral palsy.

Common symptoms may include:

- A clenched hand in a tight, balled up fist
- An arm twisted and "stuck" against the chest
- Disfigured fingers
- Flexed or bent elbow or wrist
- Uncomfortable contractions of the affected arm and hand

Unfortunately, despite very visible symptoms, upper limb spasticity often goes under-recognized and under-diagnosed because it may develop weeks, months or even years after the original injury — after discharge from the hospital or when patients are no longer seeing specialists familiar with and specifically trained to treat the condition.

Upper limb spasticity is not life-threatening, but its effects can be significant for those living with the condition. It impacts the way a person performs simple tasks — they simply cannot do things the way they were accustomed to doing them before. This leads to increased dependence on family and friends, who sometimes can only watch helplessly as their loved one struggles.



Treatment Options for Upper Limb Spasticity

Upper limb spasticity is usually managed by a team of health care professionals, including neurologists, physiatrists, and physical or occupational therapists, who are trained to diagnose and treat the condition. Treatment of upper limb spasticity may involve a number of therapies, such as:

Physical and occupational therapy, which are important therapies for many people with upper limb spasticity to help improve strength, mobility and function.

BOTOX® (onabotulinumtoxinA) is approved by the U.S. Food & Drug Administration (FDA) as a prescription medicine that is injected into muscles and used to treat increased muscle stiffness in the elbow, wrist and finger muscles with upper limb spasticity in people 18 years or older.

- While not a cure for upper limb spasticity, BOTOX® may allow patients to once again be able to open the affected hand or arm enough to be able to clean it with the unaffected hand.

Oral medications, which work through the whole body to reduce muscle stiffness and pain.

Intrathecal medications, which uses a surgically inserted pump and plastic tubing (called a catheter) to deliver medication directly into the fluid-filled area around the spinal cord.

Surgery, which is usually only considered under special circumstances such as when upper limb spasticity goes untreated and results in contractures.

Indication

BOTOX® is a prescription medicine that is injected into muscles and used to treat increased muscle stiffness in elbow, wrist, and finger muscles with upper limb spasticity in people 18 years and older.

It is not known whether BOTOX® is safe or effective for other types of muscle spasms.

IMPORTANT SAFETY INFORMATION

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 (dysphonia), trouble saying words clearly (dysarthria), 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 severe underarm sweating, blepharospasm, or strabismus.

Please see additional BOTOX® Important Safety Information on back.

"Regaining some sense of independence is key for many individuals living with upper limb spasticity. For me, it meant having to rely on my daughters a little less. Through a combination of regular physical therapy sessions and treatment with BOTOX®, I have made progress with my right arm, hand and fingers. Now, I can straighten my hand slightly, which is just enough to get my hand around my hairbrush. While I can't type the same as I used to, I can now extend and straighten my fingers enough to push down on the keys on my keyboard. I know it doesn't sound like a lot, but they are the little things that many people take for granted.

On my personal road to recovery, what's most important to me is that I'm able to connect with my daughters once again. I can actually put both my arms around my daughters when I hug them, which I could not do before."

— **Danelle Butts**,
Stroke survivor living with upper limb spasticity

For Danelle's full story, please visit www.OpenArmsCampaign.com

Individual results may vary.

