

Use PREVAGE™ MD every day  
and you'll be a believer too.



Special instructions

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1. McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI. Idebenone: a new antioxidant— part I. A relative assessment of oxidative stress protection capacity compared to commonly known antioxidants. *J Cosm Derm.* 2005;4(1):10-17. 2. Data on file, Allergan, Inc.

**ALLERGAN**  
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# PREVAGE™ MD

Maximum-strength topical antioxidant



## Applying PREVAGE™ MD anti-aging treatment to your face and neck twice a day:

- Reduces the appearance of fine lines and wrinkles
- Improves the overall appearance of your skin
- Protects your skin from environmental stressors known to cause skin aging

### What is PREVAGE™ MD?

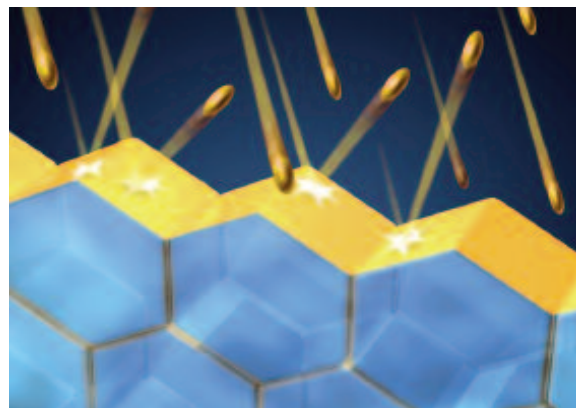
PREVAGE™ MD is an anti-aging treatment with the key ingredient idebenone (ee-dee-ben-OWN), the most powerful topical antioxidant available in a skin care product.<sup>1</sup> The 1% strength of idebenone is available *only* in PREVAGE™ MD and *only* from your doctor.

### Why use an antioxidant on your skin?

You may have heard about the negative effects of free radicals inside the body and the value of adding antioxidants to your diet to counter the effects of free radicals. Free radicals accumulate in your skin, not only from the effects of environmental stressors (UV light, air pollution, ozone, and cigarette smoke), but also from the aging process itself.

The effects of stressors on your skin cannot be combatted with simple cleansing. To remove free radicals, you need a topical antioxidant like PREVAGE™ MD anti-aging treatment, which protects against skin damage by

chemically trapping and neutralizing each free radical it touches. Think of antioxidants as guardians of your skin cells, protecting them from free radicals and allowing the production of healthier cells.



Idebenone, the antioxidant found in PREVAGE™ MD, acts as a guardian for your skin cells, trapping and neutralizing free radicals.

### Does PREVAGE™ MD work better than other topical antioxidants?

Yes. The 1% concentration of idebenone found in PREVAGE™ MD anti-aging treatment is scientifically proven to be more effective than other topical antioxidants in protecting your skin against environmental stressors known to cause skin aging.<sup>1</sup> These other antioxidants include kinetin (*Kinerase*®), coenzyme Q10 (*Q10 Plus Wrinkle Control* products from *Nivea*®), lipoic acid (*N.V. Perricone M.D. Cosmeceuticals*®), vitamin C, and vitamin E (found in many anti-aging products).

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## What can idebenone 1% do for my skin?

Idebenone 1% anti-aging treatment corrects the skin damage that you already have—and also protects your skin from future damage. The antioxidative power of idebenone 1% has been clinically proven to reduce the signs of skin aging in *only 4 weeks*.<sup>2</sup>

In a recent survey:

- 72% of patients reported reduction in the appearance of fine lines and wrinkles
- 78% of patients reported reduction in roughness and dryness
- 78% of patients reported improvement in skin softness and smoothness
- 61% of patients reported improvement in firmness, tightness, and elasticity
- 67% of patients reported improvement in overall appearance

In addition, a majority of patients reported an overall improvement in their skin's health after *just 4 weeks* of use.

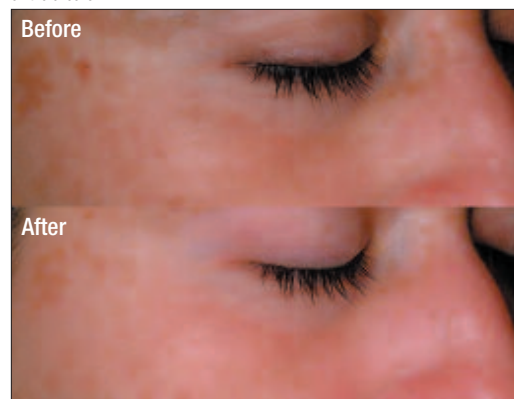


A 55-year-old woman with fine lines and wrinkles around the eyes, as well as uneven skin tone.



**This photograph shows the results achieved in a 6-week study using the previous formulation of idebenone 1%. Reduced appearance of fine lines and wrinkles and a more even skin tone were noted at the completion of the study. Photographic results of a study utilizing the new formulation of idebenone 1% are not yet available. Photographs are completely unretouched. Results may vary.**

A 35-year-old woman with uneven skin tone, brown patches, freckling, and scaling on the cheeks.



**This photograph shows the results achieved in a 6-week study using the previous formulation of idebenone 1%. A more even skin tone, and less freckling, scaling, and dryness were noted at the completion of the study. Photographic results of a study utilizing the new formulation of idebenone 1% are not yet available. Photographs are completely unretouched. Results may vary.**

preva<sup>TM</sup>ge MD  
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### How do I use PREVAGE™ MD anti-aging treatment?

Before using PREVAGE™ MD regularly, it is recommended you test by applying a small amount (less than one pump) daily for several days to a small area on the forearm near the inner side of the elbow or to a very small area of the neck or face that will receive regular treatment. Skin reactions to PREVAGE™ MD, though rare, are likely to occur within the first few days of use. If any reaction occurs, wash the product off and discontinue use.

#### *Regular usage of PREVAGE™ MD anti-aging treatment*

PREVAGE™ MD is always applied to clean, dry skin. If you use a moisturizer, apply it after PREVAGE™ MD.

If you have normal skin sensitivity, begin using PREVAGE™ MD once a day for the first week and, if you have no skin reactions, twice a day from then on.

**Even though PREVAGE™ MD anti-aging treatment protects your skin against environmental stressors, it is not a substitute for sunscreen.**

**Always use a sunscreen with a minimum of SPF 15 every day.**

### How much PREVAGE™ MD do I use?

Push the pump down once or twice to dispense a pea-size amount.

Thoroughly massage PREVAGE™ MD anti-aging treatment into your clean, dry face and neck twice a day or as instructed by your doctor.

### Can I use PREVAGE™ MD in combination with other products?

PREVAGE™ MD anti-aging treatment can be used with most other products including moisturizers, sunscreens, and cosmetics. Apply PREVAGE™ MD directly after cleansing; you can then apply your other products normally.

**In general, apply PREVAGE™ MD directly *after* cleansing your skin and *before* applying any other products.**

### Will PREVAGE™ MD cause burning or stinging?

No. In patient trials PREVAGE™ MD anti-aging treatment did not cause burning or stinging.

### Will PREVAGE™ MD cause any other skin reactions?

Whether or not they have sensitive skin, some people experience breakouts any time their skin care regimen changes. If this happens, it is recommended that, to reduce the possibility of a breakout, you should use PREVAGE™ MD anti-aging treatment once a day for the first week and then begin using it twice a day.

### Are there any special instructions for using PREVAGE™ MD?

If you are using retinoids or other products dispensed or prescribed by your doctor, ask about the appropriate use of these products in combination with PREVAGE™ MD. And, if you are currently on an aggressive skin care regimen such as laser resurfacing, dermabrasion, or medium to deep chemical peels, your skin may become more sensitive to PREVAGE™ MD. Discuss with your doctor when you should begin using PREVAGE™ MD anti-aging treatment after your procedure.

### PREVAGE™ MD:

- Reduces the appearance of fine lines and wrinkles
- Improves the overall appearance of skin
- Protects skin from environmental stressors known to cause skin aging
- Contains idebenone, the most powerful topical antioxidant available
- Only available from your doctor

**Maximum-strength  
topical antioxidant**

