

## **NEW TREATMENT FOR WRINKLES ON MARKET FDA approves MYOBLOC, a quicker acting alternative to BOTOX® with same results**

**New York, NY (November 13, 2001)** — MYOBLOC®, an alternative to BOTOX® for the elimination of wrinkles, recently received U.S. Food and Drug Administration approval and is undergoing additional tests in New York City. BOTOX®, or Botulinum A, has been commonly used for softening muscle-controlled lines in the face—erasing crows feet, deep forehead wrinkles and smoker's lines on the upper lip. MYOBLOC®, or Botulinum B, is now on the market as an alternative to BOTOX®, which can run up to \$1000 or more per treatment.

David J. Goldberg, M.D., Director of Laser Research in the Department of Dermatology at NYC's Mount Sinai School of Medicine, is conducting clinical testing of MYOBLOC® and has received excellent preliminary results based on the 25 patients over the last 3 months. "BOTOX® and MYOBLOC® are used for muscle-controlled lines, such as deep forehead, crows feet and smile lines, that cannot be treated with laser. The results of our clinical studies have exceeded our expectations and are consistent for all ethnic skin types," according to Dr. Goldberg, who also serves as Director of the Skin Laser & Surgery Specialists of New York & New Jersey, one of the only in the region to offer this procedure. "MYOBLOC® has quicker onset of action—between 4-24 hours in contrast to 48-96 hours for BOTOX®. It is also much quicker acting and more effective for frown lines on the nasal bridge and between the eyebrows," said Dr. Goldberg. In addition to eliminating wrinkles, MYOBLOC® and BOTOX® are used as treatments for excess sweating in the palms and soles, an uncomfortable condition that impacts about one percent of the population.

MYOBLOC® is available in a ready-to-use, premixed solution that requires refrigeration for long-term storage. It can be stored in a physician's refrigerator for up to 21 months in unopened vials, as compared with BOTOX®, which lasts for only three to four weeks after the formula is reconstituted in a saline solution.

"I am thrilled with the results...it has literally taken years off of my face," said a 42-year-old professional Bergen County, NJ, woman who participated in the study. "I had lines across my forehead from frowning and sun damage...they have disappeared. The procedure was painless and took less than five minutes. I am going back next month to eliminate the crows feet around my eyes."

"Because we can keep the formula for long periods of time, MYOBLOC® can be used by many physicians who were unable to afford BOTOX® because of its short shelf life. This may eventually translate into significant savings for consumers," said Dr. Goldberg. "We recently introduced MYOBLOC® in New York City and New Jersey, and the response has been tremendous. We are working over time to keep up with the demand."

BOTOX® and MYOBLOC® are among the only cosmetic procedures available that produce immediate results. Within 48 hours of treatment, the patient loses the "angry" look that wrinkles create and the face looks more relaxed.

BOTOX® (Botulinum A neurotoxin) is a neuromuscular weakening agent produced by the bacterium *Clostridium Botulinum*. Before its first experimental use in monkeys in 1973, and on humans for the treatment of strabismus ("cross-eye") in 1977, botulinum toxin was best known for causing a type of severe and often fatal food poisoning, botulism. During the 1980's, Botulinum A toxin was mainly used as a selective weakening agent for strabismus and facial spasms, which formerly could only be treated with surgery. Many patients injected around the eyes and foreheads noticed the smooth, relaxed appearance of the skin after treatment and by 1992-3, the cosmetic uses of Botulinum A toxin were well established. Because of its ease of use, predictable results, and outstanding safety profile, BOTOX® has become a popular and valuable

treatment for facial wrinkles.

Recently, **MYOBLOC®** (Botulinum B neurotoxin) has been approved by the U.S. Food and Drug Administration for the treatment of cervical dystonia (torticollis, "wry neck"). Its action and pharmacology are very similar to that of BOTOX®

BOTOX® and MYOBLOC® work by blocking the nerve impulses that control muscle movement. When injected into muscle tissue, a flaccid softening results after about three days, and this pleasing cosmetic result can last anywhere from three to eight months.

**David J. Goldberg, M.D.** is director of Laser Research in the department of Dermatology at the Mt. Sinai School of Medicine and maintains three offices in Manhattan and New Jersey, the Skin Laser & Surgery Specialists of New York & New Jersey <http://www.skinandlasers.com>. Dr. Goldberg is a Yale and NYU-trained, Board-Certified Dermatologist who is recognized worldwide for his work with skin lasers. In 1999, he was the first recipient of the prestigious Leon Goldman, M.D. award, named after the founder of laser medicine and surgery, and has been designated "One of the Top 10 Laser Surgeons in the U.S." by Self Magazine. The Skin Laser & Surgery Specialists of New York & New Jersey, directed by Dr. Goldberg, has conducted pioneering FDA research on the newest lasers. Dr. Goldberg is past president of the American Society for Laser Medicine & Surgery, is Director of both Laser Research and MOHS Surgery at Mt. Sinai School of Medicine. He is also on faculty at Fordham University School of Law.

# # #