

Have you heard about
the only prescription cream
proven to
reduce the growth of
unwanted facial hair?

Over 300,000 women have.!

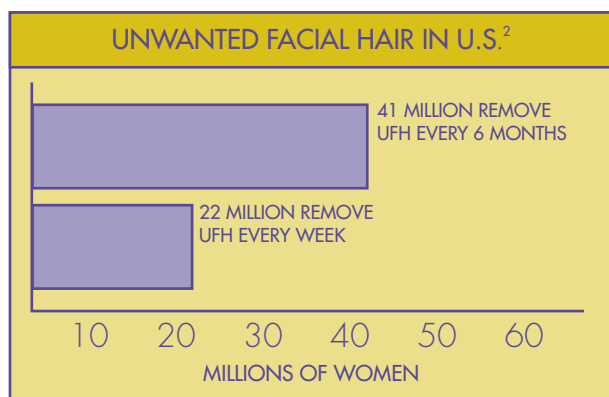
VANIQA[®]
(eflornithine HCl) Cream, 13.9%



VANIQA
IS HERE

MILLIONS OF WOMEN STRUGGLE WITH EXCESSIVE FACIAL HAIR

Unwanted facial hair (UFH) affects women of every race and every age from puberty to menopause and beyond.²



If you've been struggling with the challenges of facial hair, you owe it to yourself to ask your doctor about a prescription for VANIQA[®]. VANIQA is the first and only prescription cream that's clinically proven to reduce the growth of unwanted facial hair in women.³ There's no need to feel shy or self-conscious about discussing it with your doctor. Your doctor is there to help and wants you to feel comfortable talking about any personal healthcare concerns you may have.

* Actual VANIQA patient quote. Individual results may vary.

V IS HERE



I love VANIQA. Instead of plucking every day for 20 or 30 minutes, I only have 3 or so hairs on my chin that I have to tweeze...*

innovative

AN INNOVATIVE SOLUTION FOR UNWANTED FACIAL HAIR

VANIQA is the first and only prescription cream that's clinically proven to reduce the growth of unwanted facial hair in women.³

VANIQA® FACTS:

- In clinical studies, over half of the women experienced significant improvement within eight weeks of using VANIQA⁴
- Over 300,000 women nationwide have used VANIQA.¹ Many patients continue to experience marked improvement over time⁴

Imagine spending less time and effort removing facial hair and more time enjoying life. Talk to your doctor today about a prescription for VANIQA.

* Actual VANIQA patient quote. Individual results may vary.

“I'd tried everything and was using my hair remover once, sometimes twice a week. With VANIQA, I go two to three weeks without using it.*”

V IS HERE

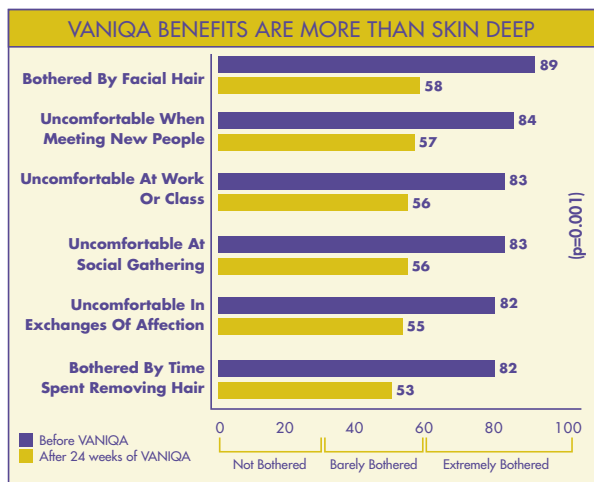


VANIQA – Life is good without unwanted facial hair.

Talk to your doctor today.

live LIVE FREE AND EASY WITH VANIQA®

In a clinical study, 338 women who used VANIQA reported that it significantly reduced the degree they felt bothered by UFH and dramatically improved their comfort level socially.⁴



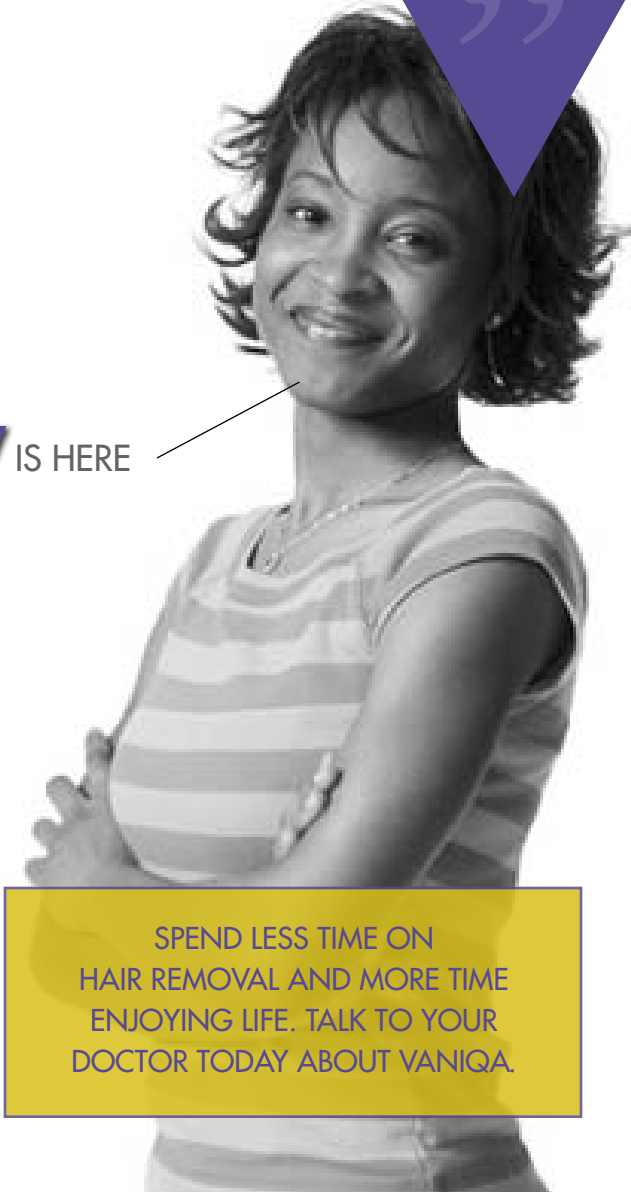
In a survey of 118 patients, the majority stated that they would definitely continue to use VANIQA^{4†}

† In a survey of 118 patients, 90% stated that they would definitely or probably continue to use VANIQA (65% definitely and 25% probably).

* Actual VANIQA patient quote. Individual results may vary.

“I’m thrilled with VANIQA. It has saved me much aggravation and really slowed down the growth of my facial hair.”*

V IS HERE



SPEND LESS TIME ON
HAIR REMOVAL AND MORE TIME
ENJOYING LIFE. TALK TO YOUR
DOCTOR TODAY ABOUT VANIQA.

VANIQA[®]

(eflornithine HCl) Cream, 13.9%

FACIAL HAIR FAQs

Is some facial hair natural?

Yes. In most cases, facial hair growth is normal and natural. The color and thickness of facial hair are mostly determined by heredity. If the women in your family have dense, dark, facial hair growth, you may too.

Is all facial hair the same?

No, there are two distinct types: Vellus or “peach fuzz” hairs are tiny and colorless. Terminal hairs are dark, deep-rooted and coarse.

Is unwanted facial hair (UFH) related to my age or skin color?

No. UFH is a problem for women of all ages and ethnicities. The one thing these women all share is their frustration with the time and energy it takes to deal with it.

What causes UFH?

The most common factors associated with UFH are heredity and age.⁵ Chances are it was passed down to you by your mother or grandmother. The first few hairs usually appear during puberty and gradually increase over the years.⁵ Postmenopausal women who are not taking hormone replacement therapy are also prone to gradually developing UFH.⁵

Medications, including birth control pills, hormones, and blood pressure medicines, can also stimulate UFH.⁵ In some cases, underlying medical conditions (such as polycystic ovarian syndrome or PCOS) may also play a role.⁵ It's important to tell your doctor about your UFH.

How serious of a problem is UFH?

Unwanted facial hair ranges from barely noticeable to very noticeable. Many women feel self-conscious about their facial hair and prefer to remove it. As long as underlying medical conditions have been ruled out, UFH is a problem only if it bothers you.

VANIQA® FAQs

What is VANIQA?

VANIQA (eflornithine HCl) Cream, 13.9% is the first and only prescription cream clinically proven to help women manage unwanted facial hair.³

How does VANIQA work?

VANIQA is unique because it works right where the problem of unwanted facial hair begins—that is, within the hair follicle—where it is believed to block an enzyme that is necessary for hair growth.³

How is VANIQA different from hair-removal products?

VANIQA is completely different. It doesn't remove hair; it reduces hair growth. That's why it works well as a partner to other hair-removal methods. Like pairing diet with exercise, or brushing with flossing, you get the best results by combining VANIQA with your hair-removal methods. Finally, there's a solution to help you manage unwanted facial hair and the time spent removing it.

Who can use VANIQA?

Women of all ethnicities with any skin type who are bothered by unwanted facial hair.

Please visit
www.vaniqa.com
for more information.

How can I get VANIQA?

VANIQA is a medicated cream that requires a prescription from a doctor. Ask your doctor if VANIQA is right for you.

How soon will I see results?

VANIQA is not a quick fix, and individual results may vary. Most patients notice a difference within eight weeks, though for others it may take longer.⁴ Clinical studies confirm that the longer you use VANIQA, the better it works.⁴

Are there any possible side effects?

In clinical studies, some women reported mild and temporary skin irritations such as redness, stinging, burning, tingling, acne or rash.³ If you experience any of these symptoms for an extended time while using VANIQA, discontinue use and consult your doctor.

How do I know if it's working?

VANIQA is absorbed below the skin's surface in order to reduce growth within the hair follicles. Over time, you should find that you have less hair, and that you spend less time having to tweeze, wax, shave, trim or use any other method to remove your facial hair. That's how you'll know VANIQA is really working.

HOW DO I USE VANIQA®?

How often do I apply VANIQA?

Twice daily, as directed by your doctor. It's easy to make VANIQA part of your daily skin-care routine. Just as flossing and brushing go together, VANIQA goes with your other skin-care routines. Use VANIQA twice a day, every day, to see and maintain results.

How do I apply VANIQA?

First, wash and dry your face, then massage a thin layer of VANIQA into the affected area. You'll notice a little goes a long way. Once VANIQA is absorbed, you can apply cosmetics and/or sunscreen as usual. Wait at least four hours after applying VANIQA before you wash your face again.

What if I miss a dose?

Simply apply VANIQA at your next regular time; don't try to make up for the missed dose. If you discontinue using VANIQA, your facial hair will begin to grow at the same rate as before. When you resume your applications of VANIQA twice a day, every day, your rate of facial hair growth should again be reduced.

PROVEN TO REDUCE FACIAL HAIR GROWTH

VANIQA is:

- Appropriate for every skin type³
- Clinically proven to reduce the growth of unwanted facial hair in women^{3,4}
- Well tolerated³
- Simple to apply and easy to include in your daily skin-care routine
- Intended for use with your regular hair-removal method whatever that may be—tweezing, trimming, shaving, waxing, sugaring, depilatories, electrolysis, laser hair removal, etc.^{3,4}
- Effective. Results improve over time—ongoing, long-term use may minimize your hair-removal needs⁴

If no improvement is seen after six months of use, VANIQA should be discontinued. The most frequent adverse events related to treatment with VANIQA were mild and skin-related. Individual results may vary. Please see full prescribing information for VANIQA.

WHAT ARE DOCTORS SAYING?

“...Over time patients continue to get further hair growth reduction. To maximize the benefit of [VANIQA] therapy, patients really need to make a long-term commitment for at least 6 months.”

- Daniel Piacquadio, MD
Associate Clinical Professor
University of California San Diego

“My favorite way of treating unwanted facial hair is combination therapy; this is where we combine a topical like VANIQA in combination with physical removal of the hair.”

- Francesca J. Fusco, MD
Associate Clinical Professor
Mount Sinai Medical Center

“There are many women out there who are frustrated with all the different hair-removal methods that they have tried. These women should not give up. Now with VANIQA, there are solutions....”

- Fran Cook-Bolden, MD
Assistant Professor Dermatology
Columbia University

“VANIQA can work for all skin types, all shades of brown, olives, white skin, dark skin... VANIQA is safe and effective.... It works.”

- Valerie D. Callender, MD
Callender Skin & Laser Center
Mitchellville, MD

V IS HERE

I am waxing

half as much now...

every 4 weeks instead

of every 2.*



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HAIR REMOVAL AND MORE TIME
ENJOYING LIFE. TALK TO YOUR
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* Actual VANIQA patient quote.
Individual results may vary.

Find out just how good life can be
without unwanted facial hair.



Talk to your doctor today.

Visit
www.vaniqa.com to:



- Find out more about
UFH and how VANIQA may help
- Register to receive
valuable e-mail updates and offers
- Hear what doctors and patients
are saying about VANIQA



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www.vaniqa.com
866.867.0110

For more complete information about VANIQA,
please visit www.vaniqa.com, or call 866.867.0110.
For medical questions, please see your healthcare professional.

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1. Total Patient Tracker (TPT), Verispan, LLC; January 2002–January 2005. 2. Data on file at SkinMedica, Inc.
3. VANIQA full prescribing information. 4. Combined data from two 24-week, randomized, double-blind,
vehicle-controlled trials of 594 women (pooled data on file, SkinMedica). 5. Mercurio MG. Managing the patient with
hirsutism. Hospital Medicine. September 1998;45-51.