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## Wrinkle Shots From Allergan Get FDA Boost

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Competition among wrinkle treatments is heating up after **Allergan Inc.** said it received Food and Drug Administration permission to claim that results with its new Juvéderm facial injectables last "up to one year with a single treatment."

The decision, announced this week by Allergan, of Irvine, Calif., gives its Juvéderm line of dermal fillers a marketing edge over Restylane and Perlane, sold by rival **Medicis Pharmaceutical Corp.**, Scottsdale, Ariz. The Medicis products are approved to last about six months.

The duration of the cosmetic shots is important because of their high price, as well as the discomfort and hassle of regular maintenance. Patients, depending on their face and age, may need as many as six syringes for optimal aesthetic results, at a per-syringe charge set by individual physicians of anywhere from \$500 to \$1,200. More material is required to restore facial volume and contours than to merely fill lines and wrinkles.


Patients use duration "as a key metric when deciding which dermal filler to choose," said Alexander Arrow, an analyst at Lazard Capital Markets. In a research note yesterday, he said the firm was shifting its 2007-2009 market share forecast for dermal fillers in Allergan's favor. Restylane, which was introduced several years ago, currently dominates the filler market, but is facing pressure from a stream of new products.

Jonah Shacknai, Medicis chairman and chief executive, declined to comment directly on the new Juvéderm label. He cautioned that "there is a great danger in promising patients an outcome that isn't realistic for them or that may be imperceptible to them after a given point in time."

Some physicians said that fillers' duration is tricky to predict. The one-year Juvéderm label is "a brilliant marketing move," but Allergan is setting expectations very high, said Kenneth Beer, a dermatologist in West Palm Beach, Fla. "I'm sort of dreading being in a position nine months from now if a patient comes back saying mine is almost gone."

Rhoda Narins, a New York dermatologist, says that in her experience both Juvéderm and Restylane last a year "if you treat to optimal correction." That could easily cost thousands of dollars a year, however, exceeding the budgets of many patients.

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