

In coverage surrounding Dr. Kenneth Beer's study comparing BOTOX Cosmetic with topical creams, a broadcast segment aired on WCAU-TV (NBC, Philadelphia, PA) reporting that "a dermatologist claims to have conducted the very first study comparing Botox injections to three store-bought creams...He claims Botox is best." The segment mentions the "11's" three times and notes, "He [the dermatologist] claims when measuring the frown lines between the eyebrows – called the 11's – there was no difference with cream users, but those treated with Botox saw an improvement on moderate to severe 11's." It adds, "The makers of Botox paid for this study though." Additionally, an article appeared in the *Datamonitor News and Comment* (National) entitled "Botox More Effective Than Topical Creams, Study Says" reporting that according to the study which was published in the *Journal of Dermatologic Surgery*, "found that patients treated with Botox Cosmetic were more satisfied with their appearance afterwards than those treated with any of the three creams used." It adds, "Kenneth Beer, MD, the study's lead investigator, said, 'The results of this study demonstrate that creams may reduce the appearance of fine lines, but they cannot penetrate the deep facial muscles responsible for creating the lines between the brows, as Botox Cosmetic can.' He continued, 'These findings will provide physicians and their patients with clinical data to effectively help them make informed decisions about their cosmetic regimen.'"