



“THE LIVE CHIN UP MOVEMENT IS ABOUT NOT LETTING THE THINGS THAT BOTHER ME, OR THE THINGS THAT OTHERS SAY ABOUT ME, STAND IN MY WAY.”



Khloé Kardashian

5 WAYS I LIVE CHIN UP



I work out six days a week because it **helps me feel strong**, mentally and physically.



Prayer is very important to me and gives me strength when I need it most.



When I need to **take time for myself**, listening to music is my quick and easy escape from the world.



I make a conscious effort to **give back to the world** around me. A little kindness and compassion goes a long way.



I surround myself with family and friends – they motivate me and help me remember what is really important in life.

Join the movement at www.LiveChinUp.com

KYBELLA® Indication and Important Safety Information

Indication

KYBELLA® (deoxycholic acid) injection is indicated for improvement in the appearance of moderate to severe convexity or fullness associated with submental fat in adults.

The safe and effective use of KYBELLA® for the treatment of subcutaneous fat outside the submental region has not been established and is not recommended.

Important Safety Information

Contraindications

KYBELLA® is contraindicated in the presence of infection at the injection sites.

Warnings and Precautions

Marginal Mandibular Nerve Injury

Cases of marginal mandibular nerve injury, manifested as an asymmetric smile or facial muscle weakness, were reported in 4% of subjects in the clinical trials; all cases resolved spontaneously (range 1-298 days, median 44 days). KYBELLA® should not be injected into or in close proximity to the marginal mandibular branch of the facial nerve.



Dr. Joseph Cilona

“ THERE ARE MANY WAYS I COUNSEL MY PATIENTS TO OVERCOME WHATEVER ISSUES THEY MAY BE FACING AND A FEW OF THEM ARE SURPRISINGLY SIMPLE RITUALS WE CAN ALL DO EVERY DAY. ”



Begin each day being grateful for one thing in your life. Do this before getting out of bed in the morning or during your commute and you'll notice a difference in how you approach the day.



Don't hold onto old grudges and make an effort to ignore detractors. There is always someone who might want to tear you down, but you have ultimate control over how it affects you.



Own your mistakes. We all do things we regret, but by taking responsibility, we can learn from failure. Then it really isn't failure, it's a lesson.



Peter Hurley

“ YOUR PROFILE PHOTO SHOULD PROJECT THAT YOU ARE HAPPY IN YOUR OWN SKIN AND YOUR PLACE IN THE WORLD. YOU WANT PEOPLE TO BE INTERESTED IN WHO YOU ARE AND WANT TO GET TO KNOW YOU BETTER. ”

HOW TO POSE LIKE A PRO



Be natural and smile as you typically would.



Look leaner by **angling your body 45 degrees** away from the camera.



Avoid unflattering overhead lights or direct sunlight if you're shooting outside.

Warnings and Precautions Continued

Dysphagia

Dysphagia occurred in 2% of subjects in the clinical trials in the setting of administration-site reactions, eg, pain, swelling, and induration of the submental area; all cases of dysphagia resolved spontaneously (range 1-81 days, median 3 days). Avoid use of KYBELLA® in patients with current or prior history of dysphagia as treatment may exacerbate the condition.

Injection-Site Hematoma/Bruising

In clinical trials, 72% of subjects treated with KYBELLA® experienced hematoma/bruising. KYBELLA® should be used with caution in patients with bleeding abnormalities or who are currently being treated with antiplatelet or anticoagulant therapy as excessive bleeding or bruising in the treatment area may occur.

Risk of Injecting Into or in Proximity to Vulnerable Anatomic Structures

To avoid the potential of tissue damage, KYBELLA® should not be injected into or in close proximity (1 cm-1.5 cm) to salivary glands, lymph nodes, and muscles.

Adverse Reactions

The most commonly reported adverse reactions in the pivotal clinical trials were: injection site edema/swelling, hematoma/bruising, pain, numbness, erythema, and induration.

Please visit www.mykybella.com for [full Prescribing Information](#).

TRIED EVERY GYM CLASS AND THE 'DOUBLE CHIN' STILL WON'T GO AWAY?



Submental fullness due to fat beneath the chin **can be caused by genetics, weight gain and aging.**^{1,2}



According to a 2015 survey by the American Society for Dermatologic Surgery (ASDS), **67% of people are bothered by the excess fat beneath their chin.**³



Sometimes, **even with diet or exercise**, unwanted fullness beneath your chin may not go away.⁴

"DOUBLE CHIN" SOLUTIONS

- Wear a scarf
- Style yourself with a large necklace
- Use makeup to contour the chin and neck area
- Ask your physician about KYBELLA®

GET TO KNOW KYBELLA® (deoxycholic acid) injection 10 mg/mL


kybella®

(deoxycholic acid) injection 10 mg/mL

KYBELLA® (deoxycholic acid) is the first and only FDA-approved injectable treatment to improve the appearance of moderate to severe fat beneath the chin by physically destroying fat cells. Once destroyed, those cells can no longer store or accumulate fat.⁵

In the pivotal clinical studies, based on composite clinician and patient ratings scales, 68.2% and 16% of KYBELLA-treated subjects had ≥ 1-grade and ≥ 2-grade improvement after final treatment, versus 20.5% and 1.5% of those treated with placebo, respectively.⁶



Untouched photos taken the first and after the final treatment sessions.
Sex: F Age: 48 Weight (before/after): 132lbs/134.5lbs Total mls (all treatment sessions): 11
Individual results may vary.

79% of people treated with KYBELLA® had improved satisfaction with the appearance of the area beneath their chin (compared with 34% of people treated with placebo) 12 weeks after their last treatment.⁶

KYBELLA® patients reported improvement in the visual and emotional impact of submental fat when asked how happy, bothered, self-conscious, embarrassed, old, and overweight they felt with respect to the amount of their submental fat after they received treatment.^{5,6}

KYBELLA® Indication and Important Safety Information

What is KYBELLA®?

KYBELLA® is a prescription medicine used in adults to improve the appearance and profile of moderate to severe fat below the chin (submental fat), also called "double chin."

It is not known if KYBELLA® is safe and effective for use outside of the submental area or in children under the age of 18.

Who should not receive KYBELLA®?

You should not receive KYBELLA® if you have an infection in the treatment area.

Before receiving KYBELLA®, tell your healthcare provider about all of your medical conditions, including if you:

Have had or plan to have surgery on your face, neck, or chin; have had cosmetic treatments on your face, neck, or chin; have had or have medical conditions in or near the neck area; have had or have trouble swallowing; have bleeding problems; are pregnant or plan to become pregnant (it is not known if KYBELLA® will harm your unborn baby); are breastfeeding or plan to breastfeed (it is not known if KYBELLA® passes into your breast milk; talk to your healthcare provider about the best way to feed your baby if you receive KYBELLA®).

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Especially tell your healthcare provider if you take a medicine that prevents the clotting of your blood (antiplatelet or anticoagulant medicine).

What are the possible side effects of KYBELLA®?

KYBELLA® can cause serious side effects, including nerve injury in the jaw (which can cause an uneven smile or facial muscle weakness), or trouble swallowing.

The most common side effects of KYBELLA® include:

swelling, bruising, pain, numbness, redness, and areas of hardness in the treatment area.

These are not all of the possible side effects of KYBELLA®. Call your healthcare provider for medical advice about side effects.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/safety/MedWatch or call 1-800-FDA-1088.

talk to your healthcare provider or visit www.mykybella.com for [full Prescribing Information](#).

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References

- ¹ Rzany. Reduction of unwanted submental fat with ATX-101 (deoxycholic acid), an adipocytolytic 1
- ² DeFatta R, Ducic Y. Liposuction of the face and neck. Operative Techniques in Otolaryngology. 2007;18:261-266.
- ³ American Society for Dermatologic Surgery 2015 Consumer Survey on Cosmetic Dermatologic Procedures (N=7,315); Exact survey language was, "How bothered are you by excess fat under the chin/neck?"
- ⁴ Chubaty, Duncan. Aesthetic Surgery Journal, "Clinical Safety Data and Standards of Practice for Injection Lipolysis: A Retrospective Study", 2006
- ⁵ KYBELLA® Product Label, 2015
- ⁶ DERMATOLOGIC AND OPHTHALMIC DRUGS ADVISORY COMMITTEE BRIEFING DOCUMENT. 2015