



Innovating Dermatology Since 1984

Mary P. Lupo, M.D.

Kate Z. Holcomb, M.D.

FOR IMMEDIATE RELEASE

October 20, 2016

**FDA APPROVES NEW COSMETIC FILLER TO ENHANCE LIPS AND SOFTEN LINES
AROUND LIPS**

*Local Dermatologists Dr. Mary Lupo and Dr. Kate Holcomb Chosen as Clinical
Investigators in the FDA Trial and Trainers*

NEW ORLEANS, LA – Allergan recently released JUVÉDERM VOLBELLA® XC, which was approved by the U.S. Food and Drug Administration (FDA) in June 2016 for use in the lips for lip augmentation and for correction of perioral rhytids, commonly referred to as perioral lines or “smoker lines,” in adults over the age of 21. In clinical trials, JUVÉDERM VOLBELLA® XC was found to effectively increase lip fullness and soften the appearance of lines around the mouth in a majority of subjects through one year.

“As a clinical trial investigator for the FDA approval of JUVÉDERM VOLBELLA® XC, I’ve seen first-hand what an amazing product this is for patients who are bothered by thin, uneven lips or the lines around their lips,” said Dr. Mary Lupo, board certified dermatologist and clinical professor of dermatology at Tulane University School of Medicine. “My cosmetic approach to provide patients with a natural look goes hand-in-hand with JUVÉDERM VOLBELLA® XC’s soft, smooth gel, which is perfect for adding subtle volume to the lip area without a drastic change.”

This FDA approval brings to the market a product unlike anything that is currently available in the United States. JUVÉDERM VOLBELLA® XC is formulated with VYCROSS®, a proprietary filler technology from Allergan, which yields smooth products that have been engineered to address specific patient concerns such as lip fullness, age-related volume loss in the cheek area, or perioral rhytids.

Allergan first debuted this innovative VYCROSS® technology in the U.S. in 2013 with the FDA approval of JUVÉDERM VOLUMA® XC for age-related mid-face volume loss. Now JUVÉDERM

VOLBELLA® XC is the latest addition to the JUVÉDERM® collection of fillers to receive FDA approval.

Dr. Lupo and her associate, Dr. Kate Holcomb, have been chosen as local trainers for JUVÉDERM VOLBELLA® XC, where they will train other board certified dermatologists and plastic surgeons on best practices for this product. Dr. Holcomb also participated in the FDA clinical trial with Dr. Lupo.

For more information on JUVÉDERM VOLBELLA® XC, visit www.Allergan.com.

For more information on Dr. Lupo and Dr. Holcomb or to set up an interview, contact Abby Lupo at 504-288-2831 or abby@drmarylupo.com. Visit our website at www.drmarylupo.com.