



For adults with moderate to severe submental fullness¹:

Starting the KYBELLA[®] conversation



and identifying appropriate patients

Includes insights from the KYBELLA[®] injection training video!

 **kybella**[®]
(deoxycholic acid) injection 10 mg/mL

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.

Please see additional Important Safety Information on following pages and accompanying full Prescribing Information for KYBELLA[®].

For adults with moderate to severe submental fullness:



How to start the conversation with...

A new patient who brings up aesthetic concerns other than submental fullness



VALIDATE all patient concerns while introducing the concept of a *full-face assessment* to determine if the patient is an appropriate candidate for treatment with KYBELLA®.

USE photos along with a patient assessment form to ask questions related to the *profile view* to prompt patients to discuss their submental fullness.

“I am hoping you can help me decide what facial areas could improve.”



“Let’s discuss your concerns by starting with a full-face assessment. We’ll use photos from multiple angles to evaluate your facial anatomy. In looking at your photos, how do you feel about your chin profile view?”

“Well, I don’t like this extra fullness under my chin very much.”



Now talk about their sloped chin profile line.



“A chin profile that slopes down due to fullness can affect your appearance. I have an option that may help. It’s an injectable treatment called KYBELLA® for adults with moderate to severe double chin. It can improve your chin profile by permanently destroying fat cells in the treatment area under the chin.”

IMPORTANT SAFETY INFORMATION (continued)

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.

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How to start the conversation with...

A new patient concerned with submental fullness



CONDUCT the full-face assessment and look for key patient selection factors to determine if the patient is an appropriate candidate for treatment with KYBELLA[®].

ARTICULATE the *key benefits* of KYBELLA[®]—that it is a nonsurgical injectable administered over a series of treatments to permanently destroy fat cells in the treatment area under the chin for an improved chin profile.¹

“I really don’t like this fullness under my chin, but I am not interested in surgery. Is that something you can help me with?”



“You may be an appropriate patient for KYBELLA[®], a nonsurgical injectable product individually tailored to your unique chin profile. Multiple injections under the chin are administered per treatment, with up to 6 treatments given at least 1 month apart.¹ Let’s do a quick assessment to evaluate your baseline anatomy and see if you are a good candidate.”

Now perform an assessment of their chin profile line.

IMPORTANT SAFETY INFORMATION (continued)

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.

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How to start the conversation with...

An existing patient in your practice who may be appropriate for KYBELLA[®]



INFORM appropriate patients there are options for improving the chin profile line.

CONVEY that KYBELLA[®] is a product from the same company as other aesthetic products the patient has experience with to provide a sense of familiarity when presenting KYBELLA[®] as a treatment option.

“I’m so pleased with my results! Are there any other treatments you would recommend for me?”



“In looking at your profile photo, do you notice the slope in your chin profile? The same company making the aesthetic products we’ve previously used also offers an injectable that permanently destroys fat cells in the treatment area under the chin to improve your profile.”¹

“I’ve been wondering if there is anything I could do about this extra fullness under my chin! Can you tell me more about KYBELLA[®]?”



IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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.

Please see additional Important Safety Information on following pages and accompanying full Prescribing Information for KYBELLA[®].

For adults with moderate to severe submental fullness:



Patient selection criteria

Appropriate candidates for treatment have:

- ✓ Moderate to severe submental fullness
- ✓ Minimal skin laxity
- ✓ Absence of prominent platysmal bands
- ✓ Fat along the lateral margins within the approved Treatment Zone
- ✓ Palpable preplatysmal fat

Poor candidates for treatment have:

- ✗ Extreme submental fullness
- ✗ Excessive skin laxity
- ✗ Prominent platysmal bands
- ✗ Presence of scar tissue
- ✗ Other potential causes of submental fullness (eg, thyromegaly and cervical lymphadenopathy)

Important safety considerations for patient selection:

- A current or prior history of dysphagia
- Treatment with antiplatelet or anticoagulant therapy
- Bleeding abnormalities
- Prior surgical or aesthetic procedures in the submental treatment area

Contraindications:

- The presence of infection at the injection sites

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

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. Care should be taken to avoid inadvertent injection directly into an artery or a vein as it can result in vascular injury.

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Five simple tests to assess key elements of baseline anatomy

- 1 **Basic pinch test**
Pinch the preplatysmal fat to look for good skin quality (ie, no excessive skin laxity) and palpability.^{2,4}



- 2 **Snap-back test**
Pinch and hold out neck skin for 1 to 2 seconds. Let the skin go. If it stays without much bounce-back, patient may have too much skin laxity and would not be an ideal candidate for KYBELLA.^{4,5}



- 3 **Ask patients to stick their tongue to the roof of their mouth while grimacing**
Look for digastric muscle hypertrophy; the technique also pushes postplatysmal fat up to more easily pinch and see preplatysmal fat.^{6,7}



IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Injection Site Alopecia

Cases of injection site alopecia have been reported with administration of KYBELLA[®]. Onset and duration may vary among individuals and may persist. Consider withholding subsequent treatments until resolution.

Please see additional Important Safety Information on following pages and accompanying full Prescribing Information for KYBELLA[®].

For adults with moderate to severe submental fullness¹:

Five simple tests to assess key elements of baseline anatomy (continued)

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Feel for the location of the submandibular glands laterally

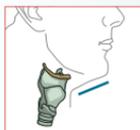
Differentiate them from possible lateral fullness due to preplatysmal fat; avoid injecting into these salivary glands.^{1,2,8}



5

Assess the position of the hyoid bone

Location of the hyoid bone can impact the cervicomenal angle.⁸⁻¹⁰



**Low anterior
hyoid**

The neck appears to go straight from the chin to the chest. Anatomy like this can impact the cervicomenal angle.^{5,7,12}



**High posterior
hyoid**

From an anatomical standpoint, allows for a higher inverted cervicomenal angle.⁵

IMPORTANT SAFETY INFORMATION (continued)

WARNINGS AND PRECAUTIONS (continued)

Injection Site Ulceration and Necrosis

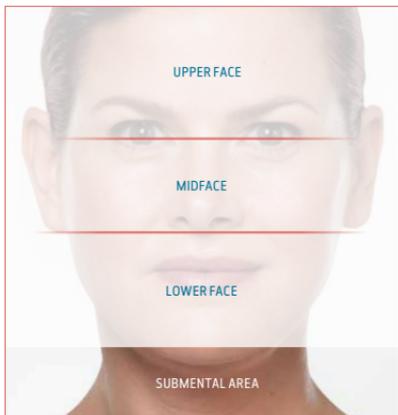
Injections that are too superficial into the dermis may result in skin ulceration and necrosis. Cases of injection site ulceration and necrosis have been reported with administration of KYBELLA[®]. Do not administer KYBELLA[®] into affected area until complete resolution.

Please see additional Important Safety Information on following page and accompanying full Prescribing Information for KYBELLA[®].

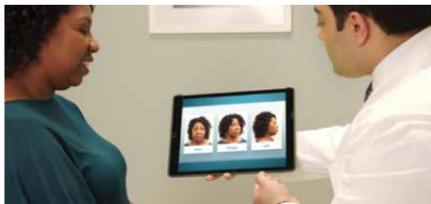
For adults with moderate to severe submental fullness¹:



Always include the chin profile when assessing the lower third of the face



For every patient type, a full-face assessment and patient profile photos are great tools to initiate a KYBELLA[®] conversation



Don't forget to take before-and-after photos after every treatment to track the patient's journey.

IMPORTANT SAFETY INFORMATION (continued)

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 see accompanying KYBELLA[®] full Prescribing Information or visit hcp.MyKybella.com.

References: **1.** KYBELLA[®] Prescribing Information, May 2020. **2.** Mejia JD, Nahai FR, Nahai F, Momoh AO. Isolated management of the aging neck. *Semin Plast Surg.* 2009;23(4):264-273. **3.** Ramirez OM. Advanced considerations determining procedure selection in cervicoplasty: part one: anatomy and aesthetics. *Clin Plast Surg.* 2008;35(4):679-690. **4.** Gruskiewicz JM. Submental suction-assisted lipectomy without platysmaplasty: pushing the (skin) envelope to avoid a face lift for unsuitable candidates. *Plast Reconstr Surg.* 2003;112(5):1393-1405. **5.** Dayan SH, Bassichis B, Greene RM, Patel AB. Neck rejuvenation. In: Hirsch R, Sadick N, Cohen JL, eds. *Aesthetic Rejuvenation: A Regional Approach.* New York, NY: McGraw-Hill Professional; 2008:123-148. **6.** Connell BF, Hosn W. Importance of the digastric muscle in cervical contouring: an update. University of California, Irvine: American Society for Aesthetic Plastic Surgery; 2000. **7.** Fattahi T. Submental liposuction versus formal cervicoplasty: which one to choose? *J Oral Maxillofac Surg.* 2012;70(12):2854-2858. **8.** Caplin DA, Perlyn CA. Rejuvenation of the aging neck: current principles, techniques, and newer modifications. *Facial Plast Surg Clin North Am.* 2009;17(4):589-601. **9.** Fedok FG, Chalkhouthdinov I, Garritano F. The difficult neck in facelifting. *Facial Plast Surg.* 2014;30(4):438-450. **10.** Smith RM, Papell ID. Difficult necks and unresolved problems in neck rejuvenation. *Clin Plastic Surg.* 2018;45(4):611-622. **11.** DeFatta R, Ducic Y. Liposuction of the face and neck. *Oper Tech Otolaryngol.* 2007;18(3):261-266. **12.** De Castro CC. Anatomy of the neck and procedure selection. *Clin Plast Surg.* 2008;35(4):625-642.