

# CENTER STAGE

WITH CHRONIC MIGRAINE

Separating  
Chronic Migraine

**FACTS  
FROM  
FICTION**

**MORE  
THAN  
THEIR  
DISEASE:**

A Chorus of Voices  
on their Chronic  
Migraine Journeys

Did You Know:  
**6 CHRONIC  
MIGRAINE  
FACTS AND  
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**GET YOUR  
HEAD IN  
THE GAME**

A Doctor's Tips to  
Make the Most of Your  
Next Appointment

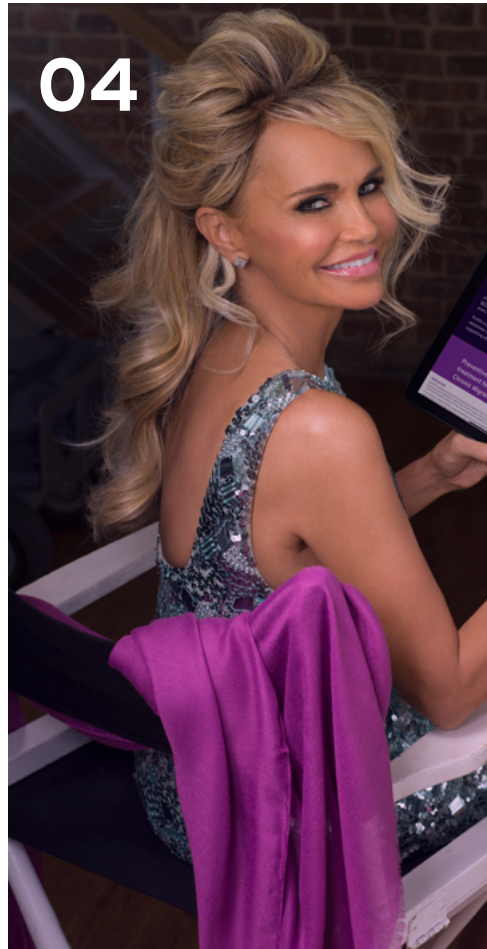
Make a Plan for  
Your Appointment:  
**DR. O'BRIEN  
SHARES HER  
GUIDANCE**

*Featuring Emmy® and Tony®  
award-winning actress and singer*

**KRISTIN CHENOWETH**

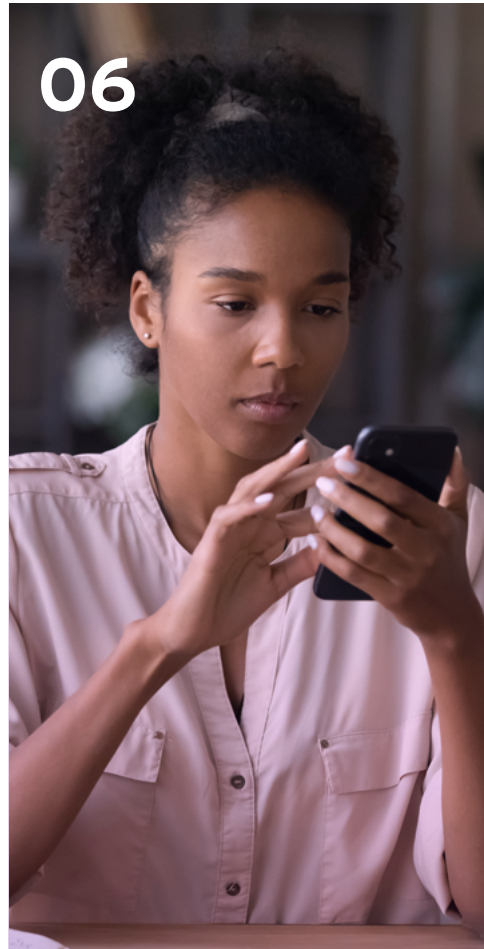


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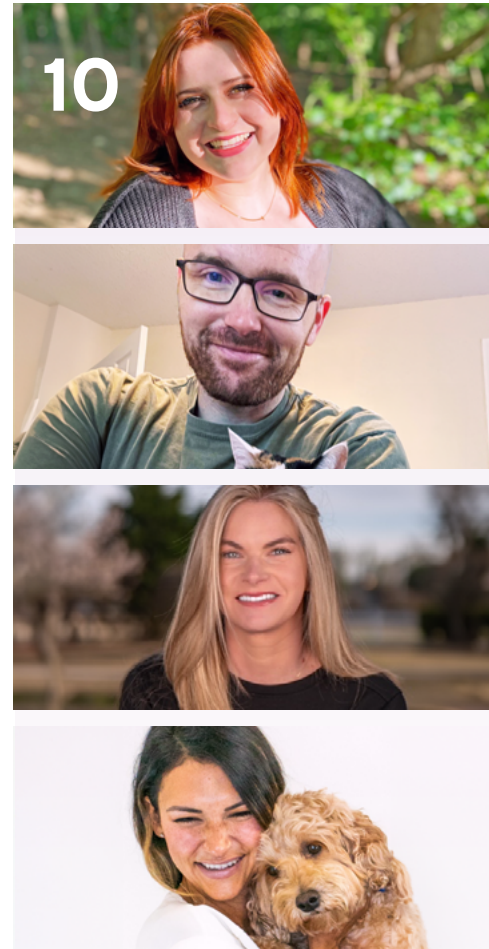
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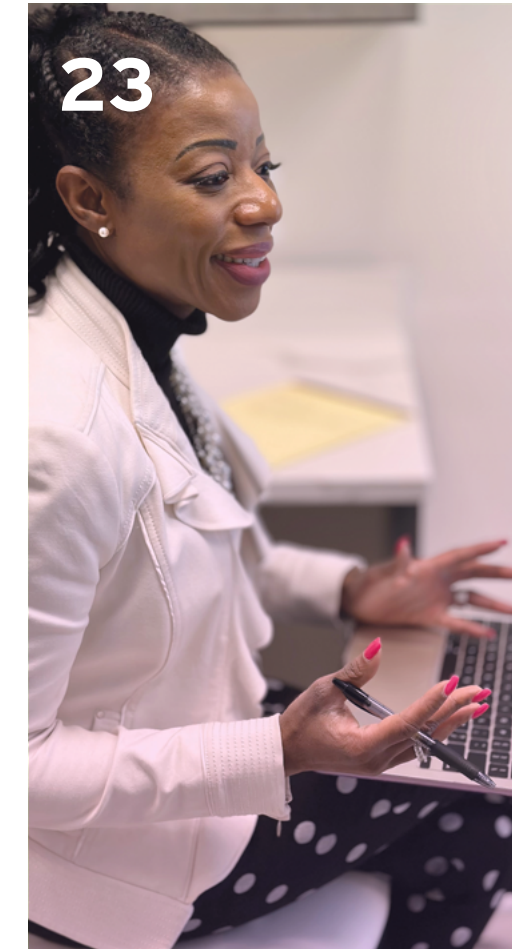
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WITH CHRONIC MIGRAINE

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## 25 - IMPORTANT SAFETY INFORMATION

**BOTOX® (onabotulinumtoxinA) prevents headaches in adults with Chronic Migraine, 15 or more headache days a month, each lasting 4 or more hours. BOTOX® is not approved for 14 or fewer headache days a month.**

### IMPORTANT SAFETY INFORMATION

**BOTOX may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX:**

- **Problems swallowing, speaking, or breathing**, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are preexisting before injection. Swallowing problems may last for several months.
- **Spread of toxin effects**. The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms, including loss of strength and all-over muscle weakness; double vision; blurred vision; drooping eyelids; hoarseness or change or loss of voice; trouble saying words clearly; loss of bladder control; trouble breathing; and trouble swallowing.

**Please see full Indication, Limitations of Use, and additional Important Safety Information throughout this brochure. Please click here for Consumer Brief Summary, including Boxed Warning, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.**





LETTER FROM THE GUEST EDITOR, EMMY® AND TONY® AWARD-WINNING ACTRESS AND SINGER

# KRISTIN CHENOWETH

# HEY Y'ALL!

Recently, I've found myself reflecting a lot on my career. Maybe it's because of all the new, different, and exciting projects I have in the works. Whatever the reason, something I've been realizing is that over the years, I've been blessed with many meaningful opportunities to lend my voice to and advocate for others when they may be struggling. And one of these projects that hits particularly close to home is my work with *Center Stage with Chronic Migraine*.

I've come a long way since my first migraine attack. I've played roles I never imagined I would, both on the small screen and on Broadway, and throughout it all I've been able to manage my Chronic Migraine over the years with the help of my doctor.

Beyond my career, I recently got married! It was a beautiful day that I'm so grateful to have enjoyed with all my favorite people.

As I've become more of an advocate for the Chronic Migraine community, the biggest challenge for me is educating those who are not affected by this disease that Chronic Migraine is more than just a headache. If it were only that simple. Chronic Migraine affects different people in different ways. Symptoms are not one size fits all, and a treatment that works for some may not work for others. And just because it can be an invisible disease, does not mean it's not there. It's serious.

I want people living with Chronic Migraine to know: you are not alone, and the right doctor can discuss what treatment options may be available to you. That's why I'm so excited to share this magazine with y'all. The first step to understanding Chronic Migraine, including how to find a neurologist or headache specialist and a treatment option that may work for you, is to learn more about it.

Once you get to page 10, you'll have reached my absolute favorite part of this magazine. Here, you'll read about some of my new (and old!) friends: Ellie, Jeremy, April, and Jennifer, who all live with Chronic Migraine. Ellie and I share a passion for the stage - which we actually learned when **we met last year** to talk about *Center Stage with Chronic Migraine*. We've both learned from our respective experiences how important it is to speak up for ourselves as we navigate our Chronic Migraine journeys.

Jeremy is a role model in the Chronic Migraine community. His passion for helping others living with Chronic Migraine is exemplified by his meaningful work with advocacy organizations that do so much for this community. I admire April so much for how she continues to prioritize her health through open and honest conversations with her healthcare provider as she raises two children and manages her Chronic Migraine. And Jennifer is a true testament to persevering while living with Chronic Migraine - you'll learn about her experience dating and getting married (which is no small feat - I would know!) and starting her own business, all while living with this invisible disease.

So, as you read on with me, I urge you to also join me in researching, advocating, and speaking up about Chronic Migraine. No one should be on this journey alone, and we all have more to learn about this disease. And here, together, is a great place to start.

With love,

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# SEPARATING CHRONIC MIGRAINE FACTS FROM FICTION



## MYTH

Migraine is just a headache.

## FACT

**Migraine is a neurological disease that can significantly affect patients' day-to-day activities.**



Chronic Migraine in particular is associated with **15 or more headache days per month**, with each headache **lasting four or more hours**.

## MYTH

I just need to change my lifestyle to prevent Chronic Migraine.

## FACT

**There is no lifestyle change that can completely prevent Chronic Migraine. But one thing people living with Chronic Migraine can do to help manage their symptoms is learn about their own triggers and try to avoid them.**

Talk to a **neurologist** or headache specialist about your triggers and treatment options that might work for you.



## MYTH

There are no treatment options out there for the preventive treatment of Chronic Migraine.

## FACT

**There may be treatment options available to you. If you're feeling lost, remember you are on a journey in partnership with your neurologist or headache specialist to find the right treatment plan that will work for you.**

Schedule an appointment with your doctor to talk about your options today.



### IMPORTANT SAFETY INFORMATION (CONTINUED)

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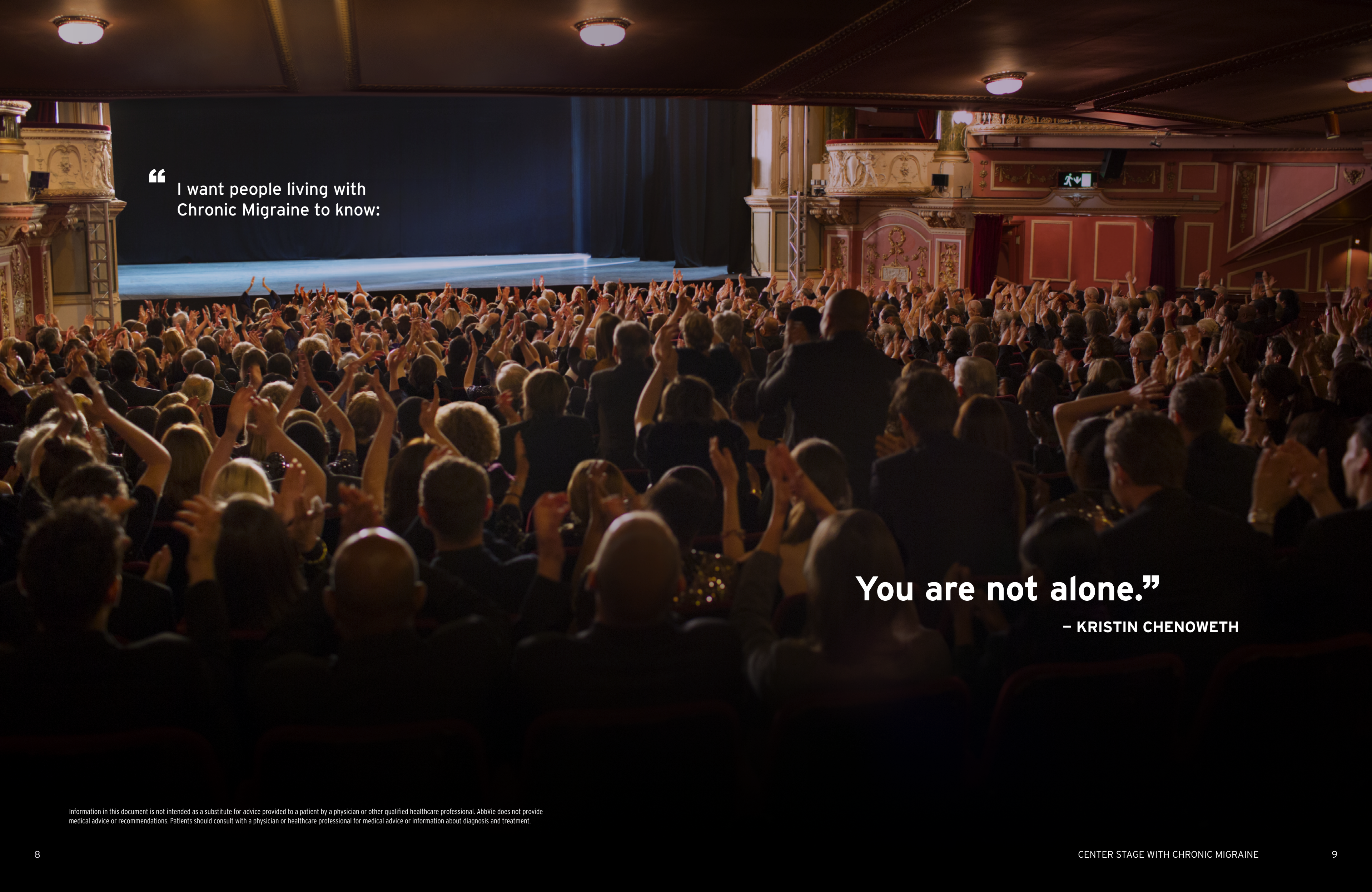
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**You are not alone.”**

– KRISTIN CHENOWETH

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**MORE THAN THEIR DISEASE:**

# A CHORUS OF VOICES ON THEIR CHRONIC MIGRAINE JOURNEYS



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**Tell your doctor about all your muscle or nerve conditions**, such as ALS or Lou Gehrig's disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects, including difficulty swallowing and difficulty breathing from typical doses of BOTOX.

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#### IMPORTANT SAFETY INFORMATION (CONTINUED)

**Tell your doctor about all your medical conditions, including if you** have or have had bleeding problems; have plans to have surgery; had surgery on your face; have weakness of forehead muscles, trouble raising your eyebrows, drooping eyelids, and any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX passes into breast milk).

**Tell your doctor about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Using BOTOX with certain other medicines may cause serious side effects. **Do not start any new medicines until you have told your doctor that you have received BOTOX in the past.**

Please see additional Important Safety Information throughout this brochure.





## HOW ELLIE WENT FROM THE SIDELINES TO THE FRONT LINES IN THE FIGHT AGAINST CHRONIC MIGRAINE

“Learning to manage my Chronic Migraine was difficult, but it taught me so much about how to stand up for myself.”



PHOTO BY JESILL AYALA

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### IMPORTANT SAFETY INFORMATION (CONTINUED)

Tell your doctor if you received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Myobloc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

Please see additional Important Safety Information throughout this brochure.

When Ellie had her first migraine attack at just 15 years old, her life completely changed. She began to experience frequent light sensitivity, issues with vision, and nausea. She was later diagnosed with Chronic Migraine, which started a yearslong cycle of taking various over-the-counter medications that did little to help.

The impact of Ellie’s disease on her daily life was significant. Throughout high school and college, she would constantly feel frustrated because while she wanted to live the life of a typical student, migraine attacks would often put her on the sidelines.

“Losing hope was difficult. I hated that I felt this way and how Chronic Migraine affected my outlook on life.”

As she became increasingly debilitated by her Chronic Migraine, it took a toll on her mental health.

“Every new medication my doctor suggested would give me hope, then I’d be disappointed when it didn’t work for me. It got to the point where I would tell myself to not get my hopes up before trying a new treatment. Losing hope was difficult. I hated that I felt this way and how Chronic Migraine affected my outlook on life.”

A few years later, Ellie saw a different neurologist who recommended BOTOX® (onabotulinumtoxinA) for Chronic Migraine every 12 weeks. She learned that BOTOX® prevents headaches before they even start. It became an effective tool for Ellie to help manage her Chronic Migraine. In clinical trials, BOTOX® reduced headache days and migraine/probable migraine days by 8-9 per month on average at 24 weeks (vs 6-7 with placebo). BOTOX® for Chronic Migraine is administered in 31 different injection sites across 7 head/neck muscle areas by your doctor.

At first, Ellie was fearful of the injections, but the treatment was over in about 10 minutes. After a few treatments, she feels that the slight discomfort during treatment is worth it to manage her migraine attacks.

“If I close my eyes, breathe, and trust my provider, I feel that I’m going to be in great hands. I know that the injections help with managing my Chronic Migraine. Living with Chronic Migraine is something that I have to live with, but I am facing it head on and with the right doctor and treatment option for me.”

While living with Chronic Migraine can be challenging, the experience has taught Ellie to advocate for herself in all aspects of her life. There is one memory in particular that Ellie credits with being pivotal in her transformation to becoming a patient advocate, and it didn’t have to do with her Chronic Migraine.

During college, Ellie visited the hospital but felt dismissed by the doctor. Thankfully, Ellie advocated for herself to be reevaluated because it turned out to be a life-threatening issue. The doctor told Ellie something that she would never forget: “If you hadn’t advocated for yourself, I never would have seen this.” It was an important moment because Ellie realized how necessary that patient education is: to receive care, patients need to understand how to communicate their symptoms and how to advocate for themselves, especially for invisible diseases like Chronic Migraine that are not easily identifiable physically.

Since that day, Ellie has remained steadfastly committed to addressing stigma and inequalities in Chronic Migraine care by encouraging others through her blog to educate themselves about their disease and advocating for themselves when they speak to their doctor or headache specialist.

“My Chronic Migraine journey has been a long one, with many difficult years managing near-daily attacks before I found a treatment that works for me. I am not a special case; it can take a while for people living with migraine to find the right treatment option for them. People with Chronic Migraine have different symptoms and respond differently to treatment, but we’re all in this together, and we need to support one another. Speaking up, creating awareness - it could make a difference for someone who is feeling alone.”

As she continues her patient advocacy journey, Ellie is inspired by hearing the stories of others who live with this disease. “Knowing that a superstar like Kristin is also living with Chronic Migraine is very empowering. You would never think that she, of all people, would be going through the same things we are. That’s why it’s so important to speak up.”

### IMPORTANT SAFETY INFORMATION (CONTINUED)

**Other side effects of BOTOX include** dry mouth; discomfort or pain at the injection site; tiredness; headache; neck pain; eye problems such as double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes; drooping eyebrows; and upper respiratory tract infection. For more information, refer to the [Medication Guide](#) or talk with your doctor.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

Please click here for [Consumer Brief Summary](#), including Boxed Warning, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.

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## FOR JEREMY, NAVIGATING TREATMENT COSTS IS NOW MANAGEABLE

*“I started to feel like I was all alone. But I knew help was out there. I’m glad I didn’t give up.”*

Jeremy knew his purpose in life at a young age: he wanted to help others. He was an active member in his community and was studying to be a social worker. But his life took an unexpected turn when he began to experience occasional sensitivity to light in his early 30s.

At first, he thought nothing of it. But when he started experiencing intense nausea, throbbing head pain, and dizziness on top of his sensitivity to light, he knew he needed to see a neurologist.

Jeremy was soon diagnosed with Chronic Migraine. While he was able to recognize the symptoms of Chronic Migraine as they became more frequent and apparent, he was still shocked by the diagnosis. His neurologist told him treatment options were available, but he was nervous about finding an option that would work for him.

“I was skeptical about treatment. I didn’t know if I could find something that could work for me.”

On top of that, Jeremy felt isolated; he didn’t know many men diagnosed with Chronic Migraine and he also quickly realized that many people do not understand how debilitating Chronic Migraine can be. He says, “It’s one of those things that truly have to be experienced in order to understand. Easier said than done if you don’t have Chronic Migraine. But I also wouldn’t wish it on my worst enemy.”

At first, Jeremy’s neurologist recommended and prescribed preventive medications, but Jeremy was disappointed when none of the treatment options he tried seemed to meet his treatment goals. Jeremy felt like it was getting difficult to take care of himself, let alone his beloved cat, Dinky. Soon, he felt like he “was losing everything.”

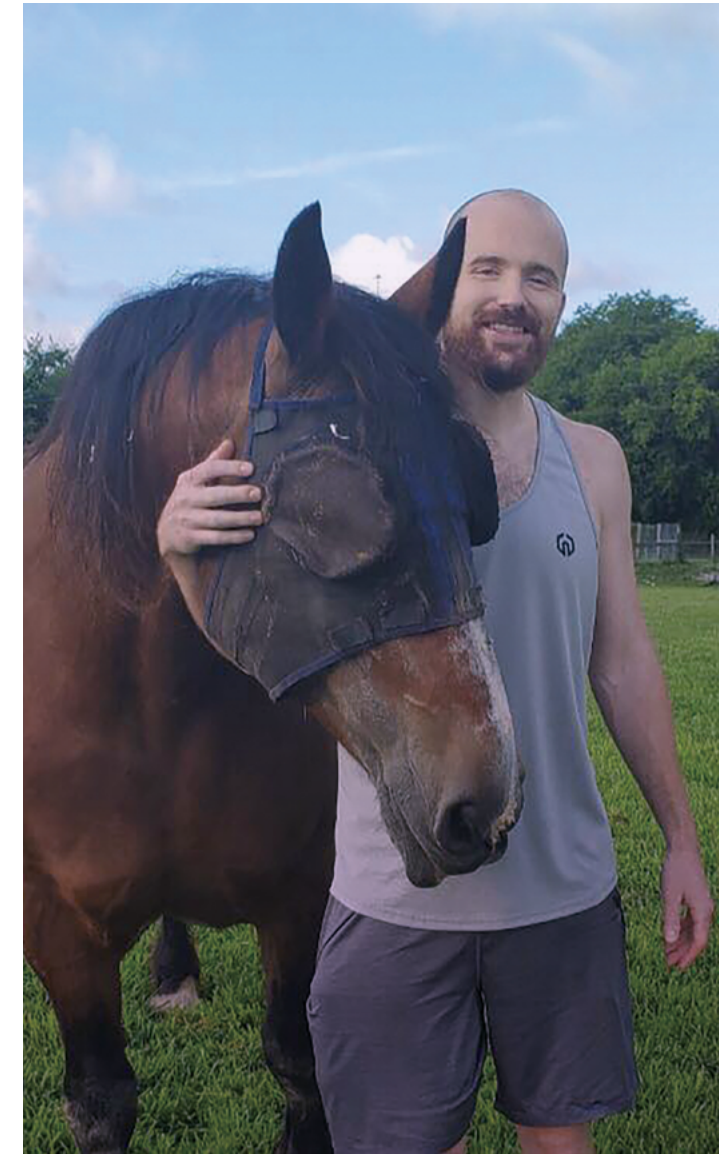
*“I had just gotten into an advanced standing program for graduate school. I wanted to be a clinical social worker. I had to drop out of graduate school and start figuring this out.”*

“I was struggling with my daily activities. My migraine attacks were pretty severe. So, Chronic Migraine was sort of threatening everything I had worked towards in my life. I had just gotten into an advanced standing program for graduate school. I wanted to be a clinical social worker. I had to drop out of graduate school and start figuring this out.”

As Jeremy learned more about Chronic Migraine, he also dedicated himself to learning more about other peoples’ experiences with the disease. He soon discovered a new community filled with diverse people, deeply personal stories, and most importantly, it inspired him to ask his doctor about available treatment options.

After living with Chronic Migraine for nearly a year, Jeremy’s neurologist recommended BOTOX® (onabotulinumtoxinA) for Chronic Migraine because in clinical trials, BOTOX® prevented, on average, 8 to 9 headache days a month at week 24 (vs 6 to 7 for placebo). After having thought he might never find a treatment to help manage his Chronic Migraine, Jeremy felt grateful to have found BOTOX®. He says, “It was frustrating, sure. But I’m glad I didn’t give up.”

There was only one problem – Jeremy’s insurance would not cover the full cost of treatment with BOTOX®. Upon discussing his concerns with his neurologist, he learned about **the BOTOX® Savings Program**, which helps eligible, commercially-insured patients receive money back on co-pay, co-insurance, or deductible costs associated with their BOTOX® procedure.\*



By sharing his story and raising awareness, he is hoping to educate, inform, and inspire others on their own Chronic Migraine journeys.

“Everyone’s experience with Chronic Migraine is different. A treatment that didn’t work for me might work for someone else, and vice versa,”

shares Jeremy. “This is why it’s so important to me to help others in the Chronic Migraine community learn more about their disease and talk to their doctors about their treatment options.” Chronic Migraine, which threatened to derail Jeremy’s life, has actually helped him pursue his dream of helping others. He sees migraine advocacy as something he will always be doing.

“Managing this disease will always be a part of my life. Helping people is my dream. I get to do both and make a difference through advocacy. My life has come full circle, in a way.”

\*Available to patients with commercial insurance coverage for BOTOX® who meet eligibility criteria. This co-pay assistance program is not available to patients receiving prescription reimbursement under any federal, state, or government-funded insurance programs (for example, Medicare (including Part D), Medicare Advantage, Medigap, Medicaid, TRICARE, Department of Defense, or Veterans Affairs programs) or where prohibited by law. Offer subject to change or termination without notice. Restrictions, including monthly maximums, may apply. This is not health insurance. For full Terms and Conditions visit [abbvie.com/abbvie-terms](https://abbvie.com/abbvie-terms) or call 1-800-44-BOTOX for additional information. To learn about AbbVie’s privacy practices and your privacy choices, visit <https://abbvie.com/privacy>.

The BOTOX® Savings Program has helped Jeremy reduce his out-of-pocket costs associated with BOTOX® treatment. With this understanding of the program and how it works, Jeremy no longer worries as much about how to pay for his BOTOX® appointments every 12 weeks to help manage his Chronic Migraine. He says, “Help isn’t just about treatment, it’s the ability to get that treatment. The financial help – it feels like they’re going above and beyond. BOTOX® has helped me, but the Savings Program has given me peace of mind, too.”

Since he began his treatment journey, Jeremy has rediscovered his childhood passion for helping others. He even works with a migraine awareness foundation.

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## AS A MOTHER, APRIL REFLECTS ON THE IMPORTANCE OF THE LITTLE MOMENTS

**“ Believe me, I know how important the small things can be. That’s what keeps me going in my Chronic Migraine journey.”**

Looking back, April experienced headaches frequently. She recalls coming home to the strong smell of scented cleaning products on days her mom would clean the house and having to go straight to bed, as headache pain started shortly after. These headaches would also occur during or after cooking foods with strong smells, or when the sun was really bright. “I certainly offended a lot of people,” April reflects with a laugh. “My mom, when she would cook for me. My friends, when they wanted me to come out. I don’t think they understood at the time. It was all new to me, too.”

She remembers that her primary care doctor dismissed her regular headaches as nothing out of the ordinary, but later, April was diagnosed with Chronic Migraine. April was relieved to have a diagnosis, but also scared knowing she would have to live with this disease her whole life.

When April went off to college, excited to join new clubs on campus, she quickly realized how Chronic Migraine would impact her social life. April recalls, “Sometimes, as soon as I would leave my dorm, I’d need to go back inside. It was terrible. I’d be looking forward to something for weeks, only to have to cancel plans.”

April continued to struggle with her migraine attacks for years, from starting her first “big girl job” to dating her now husband and having two children. Her frustration with missing out on special moments with her family continued, including a New Year’s Eve party that her husband and children attended while she stayed home in bed. “It was so disheartening,” she remembers. April started to feel desperate - like she would never be able to manage this disease.

April consulted with her doctor, who she’d been seeing for years to see what preventive treatment options she might be able to try, and her doctor suggested

BOTOX® (onabotulinumtoxinA) for Chronic Migraine. Initially, April thought, no way, I do not like injections. But having trusted her doctor for years and knowing that he had her best interests at heart, April decided to try BOTOX®. “I had tried different things before, but this was really different from what I’ve tried since it was a procedure administered by my doctor,” she reflects.\*

**“ My relationship with my healthcare provider has made all the difference. I joke with my doctor that he’s the longest relationship I’ve ever had - he is truly my partner in helping to manage my Chronic Migraine.”**

Fast forward, and April feels more comfortable with needles. Every 12 weeks, April makes a two-hour drive to see the doctor she trusts and be treated with BOTOX® for Chronic Migraine. Regarding treatment, she says, “It takes just about 10 minutes. It’s definitely worth it for me.”

While April has accepted that she’ll always live with Chronic Migraine, she feels more confident in her treatment journey because of her understanding of the disease and her relationship with her doctor. She has identified many of her migraine attack triggers and learned different ways to help avoid them, including using unscented products to clean her own house and wearing sunglasses even when it’s cloudy. She says, “Part of getting smart about Chronic Migraine is understanding how it affects you. These little things, they seem obvious, but didn’t hit me until years later. People in the migraine community talk about these tips all the time now. It’s all very empowering.”

“My Chronic Migraine journey has changed over the years. Today, I’m a mom, and I have a great career. When I look back on my journey, I feel for the teenage version of me who would be bedridden by Chronic Migraine, a disease that I didn’t understand when I was younger.”

BOTOX® for Chronic Migraine has helped April to manage her disease with her doctor.

“Now that my kids are teenagers, all the small and big moments are more important than ever for me. And believe me, I know how important the small things can be. That’s what keeps me going in my Chronic Migraine journey. We’re all living our lives the best we can.”

\*BOTOX® for Chronic Migraine is administered by your doctor in 31 different injection sites across 7 head/neck muscle areas.



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**Tell your doctor about all your medical conditions, including if you have or have had bleeding problems**; have plans to have surgery; had surgery on your face; have weakness of forehead muscles, trouble raising your eyebrows, drooping eyelids, and any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX passes into breast milk).

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## JENNIFER THOUGHT HER CHRONIC MIGRAINE JOURNEY HIT A DEAD END - UNTIL ONE QUESTION SENT HER ON A NEW PATH

“I started to get more self-conscious about it, to the point where I didn't want to be social.”



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### IMPORTANT SAFETY INFORMATION (CONTINUED)

**Tell your doctor about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Using BOTOX with certain other medicines may cause serious side effects. **Do not start any new medicines until you have told your doctor that you have received BOTOX in the past.**

Tell your doctor if you received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Myobloc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

**Please see additional Important Safety Information throughout this brochure.**

Jennifer's struggle with Chronic Migraine began when she was just 16 years old. She recalls her near-daily migraine attacks feeling like a sledgehammer was on top of her head. As a track and cross-country athlete, Jennifer found herself unable to consistently keep up with her workouts due to her enduring headaches and other migraine symptoms.

After years of seeing different doctors and trying different Chronic Migraine treatment options as an adult without meeting her treatment goals, Jennifer started to accept that her 20+ headache days per month were just part of her life. She recalls, “At first, I knew it wasn't normal. But the migraine attacks were so frequent, and I didn't know what else to do. I didn't want to accept it, but I felt like I had no choice.”

Socializing and dating presented additional challenges to her life as an extrovert when Jennifer would often have to cancel plans at the last minute because of her migraine attacks. She started to worry that people just wouldn't want to “deal with” her and her Chronic Migraine attacks, especially as people started to question if she was really having a migraine attack or if she was using migraine as an excuse to get out of plans.

“I started to get more self-conscious about it, to the point where I didn't want to be social.”

When Jennifer started working as a marriage and family therapist, Chronic Migraine became an even larger part of her daily life. Knowing she wouldn't be able to cancel on clients at the last minute, she was constantly worried about having a migraine attack while working with her clients. And when she would try and muscle her way through because she had no sick days left to fall back on, she was constantly wondering, *Are my eyes squinting because I'm sensitive to the light? Do my clients think I'm making faces at them?*

It wasn't until nearly a decade later when Jennifer went to Kenya on a safari trip with several friends who worked in the medical field that she was inspired to make a change. Each morning when she woke with a migraine attack, her friends - nurse practitioners and pharmacists among them - questioned why she was so accepting of her struggle. “They just asked me, ‘Why are you accepting these headaches as part of your daily life?’ It had been a while since I asked myself that question,” she recalls. When she returned from the trip, Jennifer made an appointment with a headache specialist to try to get some answers.

“Why are you accepting these headaches as part of your daily life?”

Upon returning from her trip, she sought the advice of a headache specialist and learned about BOTOX® (onabotulinumtoxinA) for Chronic Migraine. While she was nervous about the injections at first, since starting the treatment, Jennifer has noticed that her monthly headache days have been significantly reduced.\*

Since the beginning of her Chronic Migraine journey, her life has evolved. She started her own business, got married, and had twins. While she knows that Chronic Migraine may always be a part of her life, she is determined not to let it run her life.

“There is a difference between accepting this disease, and how you live with it. That's the biggest thing I've learned. Life with Chronic Migraine has taken me on a journey, but I'm happy where I'm at now.”

\*BOTOX prevents, on average, 8 to 9 headache days a month at 24 weeks (vs 6 to 7 for placebo).

BOTOX® for Chronic Migraine is administered by your doctor in 31 different injection sites across 7 head/neck muscle areas.

### IMPORTANT SAFETY INFORMATION (CONTINUED)

**Other side effects of BOTOX include** dry mouth; discomfort or pain at the injection site; tiredness; headache; neck pain; eye problems such as double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes; drooping eyebrows; and upper respiratory tract infection. For more information, refer to the [Medication Guide](#) or talk with your doctor.

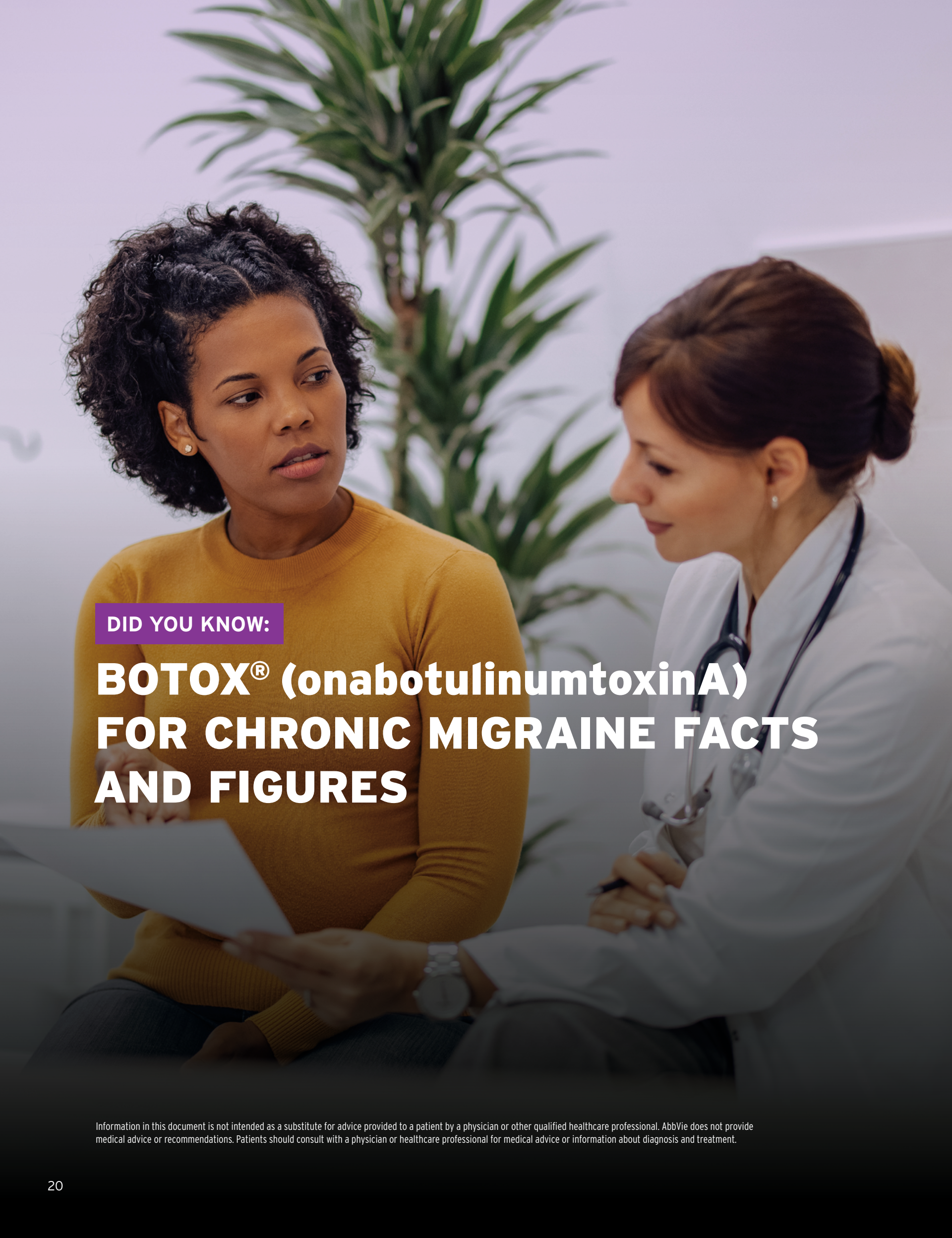
**You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.**

**Please click here for [Consumer Brief Summary](#), including Boxed Warning, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.**

**If you are having difficulty paying for your medicine, AbbVie may be able to help. Visit [AbbVie.com/myAbbVieAssist](http://AbbVie.com/myAbbVieAssist) to learn more.**

**Please see additional Important Safety Information throughout this brochure.**





**DID YOU KNOW:**

# **BOTOX® (onabotulinumtoxinA) FOR CHRONIC MIGRAINE FACTS AND FIGURES**

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## **#1**

### **BOTOX® PREVENTS HEADACHES & MIGRAINE ATTACKS BEFORE THEY EVEN START.**

BOTOX® prevents, on average, 8 to 9 headache days and migraine/probable migraine days a month at 24 weeks (vs 6 to 7 for placebo).

## **#2**

### **IN A SURVEY, 99% OF CURRENT BOTOX® FOR CHRONIC MIGRAINE USERS SAID THEY PLAN TO KEEP USING IT.\***

And, 91% of current BOTOX for Chronic Migraine users surveyed said they wish they'd talk to their doctor and started treatment sooner.

\*2023 BOTOX® Chronic Migraine Patient Market Research BOTOX® Current Users (n=78).

## **#3**

### **BOTOX® FOR CHRONIC MIGRAINE IS 4 TREATMENTS PER YEAR.\***

BOTOX® for Chronic Migraine requires about 10 minutes of treatment every three months: that's just four times a year (or as recommended by your doctor). A majority of people using BOTOX® say the injections feel like little pinches or pinpricks. Chances are, they will hurt less than Chronic Migraine.

\*Starts with 2 treatments 12 weeks apart, then 1 treatment every 12 weeks thereafter (or as recommended by your doctor).

## **#4**

### **BOTOX® IS THE #1 PRESCRIBED BRANDED CHRONIC MIGRAINE PREVENTIVE TREATMENT.\***

Over 1 million patients have treated their Chronic Migraine with BOTOX®.\*\*

\* Based on IQVIA data from May 2018 to June 2023  
\*\*As of June 2023

## **#5**

### **THERE ARE HEALTHCARE PROVIDERS WHO SPECIALIZE IN ADMINISTERING BOTOX® FOR CHRONIC MIGRAINE.**

BOTOX® Specialists are healthcare providers who are experienced in treating Chronic Migraine with BOTOX® to prevent headaches and migraine attacks before they even start. Finding a Chronic Migraine specialist who's right for you could be an important step in managing your treatment. Find a specialist near you here:

<https://www.botoxchronicmigraine.com/find-a-botox-specialist#find-a-CM>

## **#6**

### **THE BOTOX® SAVINGS PROGRAM MAY HELP ELIGIBLE, COMMERCIALY-INSURED PATIENTS WITH OUT-OF-POCKET COSTS.\***

The BOTOX® Savings Program can help you pay as little as \$0\* for BOTOX® treatments. Most insurance plans cover the cost of BOTOX® treatment.\* If you're eligible, the BOTOX® Savings Program may reimburse you to help with any remaining costs.

\*Available to patients with commercial insurance coverage for BOTOX® who meet eligibility criteria. This co-pay assistance program is not available to patients receiving prescription reimbursement under any federal, state, or government-funded insurance programs (for example, Medicare (including Part D), Medicare Advantage, Medigap, Medicaid, TRICARE, Department of Defense, or Veterans Affairs programs) or where prohibited by law. Offer subject to change or termination without notice. Restrictions, including monthly maximums, may apply. This is not health insurance. For full Terms and Conditions visit [abbvie.com/abbvie/bsp-terms](https://abbvie.com/abbvie/bsp-terms) or call 1-800-44-BOTOX for additional information. To learn about AbbVie's privacy practices and your privacy choices, visit <https://abbvie.com/corporate/privacy>.

\*Source: Data on file as of December, 2023. Data subject to change. Data are not a guarantee of coverage, or partial or full payment, by any payers listed. Actual benefits are determined by respective plan administrators, insurer plans, coverage criteria, and formularies are subject to change without notice. Check each patient's coverage with applicable insurer. AbbVie does not endorse any individual plans. Formulary coverage does not imply efficacy or safety.

#### **INDICATION**

BOTOX® (onabotulinumtoxinA) is a prescription medicine that is injected into muscles and used to prevent headaches in adults with chronic migraine who have 15 or more days each month with headache lasting 4 or more hours each day in people 18 years and older.

It is not known whether BOTOX is safe and effective to prevent headaches in patients with migraine who have 14 or fewer headache days each month (episodic migraine).

#### **IMPORTANT SAFETY INFORMATION**

**BOTOX may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX:**

- **Problems swallowing, speaking, or breathing.** due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are preexisting before injection. Swallowing problems may last for several months.
- **Spread of toxin effects.** The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms, including loss of strength and all-over muscle weakness; double vision; blurred vision; drooping eyelids; hoarseness or change or loss of voice; trouble saying words clearly; loss of bladder control; trouble breathing; and trouble swallowing.



## GET YOUR HEAD IN THE GAME

# A DOCTOR'S TIPS TO MAKE THE MOST OF YOUR NEXT APPOINTMENT



Dr. Hope O'Brien, MD, MBA, FAHS, FAAN, founder and CEO of Headache Center of Hope, shares her top tips for your next appointment with your headache specialist or neurologist.

Preparing for any doctor's appointment can be intimidating, and appointments for Chronic Migraine are no exception. But as with most things in life, one of the best ways to feel less intimidated for something is to prepare.

Before your appointment with a headache specialist or neurologist, take the time to learn about Chronic Migraine and keep a diary to track your headaches and migraine attacks. "If you are wondering if it's Chronic Migraine, consider taking a Chronic Migraine Quiz before your appointment and starting a migraine diary to share with your HCP (healthcare provider)," suggests Dr. O'Brien. "Start brainstorming a list of questions that you'd like to ask your doctor, such as: Could it be Chronic Migraine? Is there a preventive treatment for Chronic Migraine that could help?"

At your appointment, don't be afraid to ask follow-up questions. "If one of your questions leads to more questions, your HCP can get a better sense of how headaches and migraine attacks affect you," says Dr. O'Brien. "Because Chronic Migraine affects each person differently, a healthy discourse can help your doctor determine if you have Chronic Migraine and the treatment options available to you."

Shifting your mindset to view your healthcare provider as a partner can also help to relieve some of the nerves you might be feeling and ensure your appointment is as productive as possible towards helping you to meet your treatment goals.

Headache specialists are committed to partnering with you on your Chronic Migraine journey - it's their job as your healthcare provider. But more than being their job, headache specialists may understand the sense of isolation that Chronic Migraine can cause and do not want you to feel alone on your journey.

"We are dedicated to assisting you throughout your treatment and aim to collaborate with you to manage your disease," says Dr. O'Brien. "But we can only help you as much as you help us."

What Dr. O'Brien means by this is that it's critical to be open and honest with your headache specialist about your Chronic Migraine and your treatment journey so far. For example, if your neurologist does not know that you've previously tried a treatment option and your experience with it, they may not have the full picture of your treatment journey to help find the right treatment plan for you.

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### IMPORTANT SAFETY INFORMATION (CONTINUED)

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX has been used at the recommended dose to treat chronic migraine.

BOTOX may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of receiving BOTOX. **If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

**Do not receive BOTOX** if you are allergic to any of the ingredients in BOTOX (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as Myobloc® (rimabotulinumtoxinB), Dysport® (abobotulinumtoxinA), or Xeomin® (incobotulinumtoxinA); have a skin infection at the planned injection site.

**Please see additional Important Safety Information throughout this brochure.**



"You are the best person to understand your migraine symptoms and your treatment goals. So, speak up!" she shares. "Be open and honest with your provider and let us help manage your Chronic Migraine. Whatever's on your mind, chances are we've heard it before. We're here to help, so don't be afraid to tell us."

In addition to your list of questions, don't forget to remember to bring the following to your appointment:

- A list of your current medications.
- Updates to your medical history.
- Headache and Migraine Tracker for symptoms and frequency of attacks. This might include:
  - How often are you having headaches and migraine attacks.
  - What times they occur, from onset to peak pain/disability (in minutes or hours).
  - What the headaches prevent you from doing.
  - Any warning signs that your headache will occur soon.

Chronic Migraine is not one size fits all, and neither is Chronic Migraine treatment. Migraine attacks differ from person to person, even attack to attack. This means that treatment options may work differently for different people, too. In other words, the journey to find the right treatment is unique to you.

Chronic Migraine is personal - for you and your HCP. It's important to seek care from a provider who will work with you to find the treatment option that will help manage your Chronic Migraine and partner with you throughout your treatment journey.

You can visit [www.BOTOXChronicMigraine.com](http://www.BOTOXChronicMigraine.com) to find a Chronic Migraine specialist near you.

## MAKE A PLAN FOR YOUR BOTOX® (onabotulinumtoxinA) APPOINTMENT: DR. O'BRIEN SHARES HER GUIDANCE.

### #1 PLAN AHEAD.

Ensure you spend some time planning for your appointment to map out the best route to get there, what time you need to leave in order to arrive on time, and gather everything you need to bring with you to the appointment. It can be beneficial to write down any questions you may have for your healthcare provider regarding the treatment. Having a well-organized plan can make the process of attending your appointment much less stressful.

### #2 READ ABOUT WHAT TREATMENT IS LIKE BEFORE YOU GO.

Knowing what to expect during treatment may help you to feel more prepared heading into your appointment. Make sure you carve a few minutes out of your schedule in the week leading up to your appointment to visit [www.botoxchronicmigraine.com](http://www.botoxchronicmigraine.com) to learn more, and review the BOTOX® Important Safety Information in the [Consumer Brief Summary](#) or full [Product Information](#), including [Boxed Warning](#) and [Medication Guide](#), to go over with your doctor.

### #3 ASK QUESTIONS.

Make sure you go through the full list of questions you brought with you. Open communication may not only make you feel more at ease, but also help build your understanding of treatment with BOTOX® for Chronic Migraine. You can find a discussion guide for your next conversation with your doctor here [https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/You\\_Got\\_This\\_Online\\_DDG\\_Headache\\_Specialist.pdf](https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/You_Got_This_Online_DDG_Headache_Specialist.pdf) and a personal headache and migraine tracker here [https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM\\_MigraineTracker\\_BCM115203-v4.pdf?cid=prt\\_botox\\_bcm\\_npp\\_con\\_us-bcm-230316\\_tracker](https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM_MigraineTracker_BCM115203-v4.pdf?cid=prt_botox_bcm_npp_con_us-bcm-230316_tracker).

### #4 CHECK OUT THE BOTOX® SAVINGS PROGRAM.

With the BOTOX® Savings Program, eligible, commercially-insured patients may pay as little as \$0\* for BOTOX® treatments. If you're eligible, the BOTOX® Savings Program may reimburse you to help with any remaining costs. For questions about the program, please call 1-800-44-BOTOX.

\*Available to patients with commercial insurance coverage for BOTOX® who meet eligibility criteria. This co-pay assistance program is not available to patients receiving prescription reimbursement under any federal, state, or government-funded insurance programs (for example, Medicare [including Part D], Medicare Advantage, Medigap, Medicaid, TRICARE, Department of Defense, or Veterans Affairs programs) or where prohibited by law. Offer subject to change or termination without notice. Restrictions, including monthly maximums, may apply. This is not health insurance. For full Terms and Conditions visit [abbv.ie/bsp-terms](http://abbv.ie/bsp-terms) or call 1-800-44-BOTOX for additional information. To learn about AbbVie's privacy practices and your privacy choices, visit <http://abbv.ie/corpprivacy>.

### #5 TAKE A DEEP BREATH.

It's quite common to feel nervous about doctor's appointments or treatment. Make sure you take a few moments for yourself and take a deep breath, listen to a relaxing song, or do whatever you need to do to feel ready heading into your appointment.

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# Chronic Migraine Resources

## TO LEARN MORE ABOUT CENTER STAGE WITH CHRONIC MIGRAINE, PLEASE CHECK OUT:

- The **Center Stage with Chronic Migraine** website (<https://www.botoxchronicmigraine.com/centerstagewithcm>)
- **Kristin's Center Stage with Chronic Migraine Program** (<https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/KCProgram.pdf>)

## FOR MORE INFORMATION ABOUT BOTOX® (onabotulinumtoxinA) FOR CHRONIC MIGRAINE AND TO FIND A CHRONIC MIGRAINE SPECIALIST NEAR YOU, PLEASE VISIT:

- The **BOTOX® for Chronic Migraine** website ([www.botoxchronicmigraine.com](http://www.botoxchronicmigraine.com))

## TO PREPARE FOR YOUR NEXT DOCTOR'S APPOINTMENT, PLEASE CHECK OUT:

- **Doctor Discussion Guide** ([https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM\\_MigraineTracker\\_BCM115203-v4.pdf?cid=prt\\_botox\\_bcm\\_npp\\_con\\_us-bcm-230316\\_tracker](https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM_MigraineTracker_BCM115203-v4.pdf?cid=prt_botox_bcm_npp_con_us-bcm-230316_tracker))
- **Your Personal Headache & Migraine Tracker** ([https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM\\_MigraineTracker\\_BCM115203-v4.pdf?cid=prt\\_botox\\_bcm\\_npp\\_con\\_us-bcm-230316\\_tracker](https://www.botoxchronicmigraine.com/content/dam/botoxchronicmigraine/pdf/BCM_MigraineTracker_BCM115203-v4.pdf?cid=prt_botox_bcm_npp_con_us-bcm-230316_tracker))

## TO FIND OUT MORE ABOUT THE BOTOX® SAVINGS PROGRAM, PLEASE VISIT:

- The **BOTOX® Savings Program** website ([www.botoxsavingsprogram.com](http://www.botoxsavingsprogram.com))

Please click here for **Consumer Brief Summary**, including **Boxed Warning**, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.

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## IMPORTANT SAFETY INFORMATION

### INDICATION

BOTOX® (onabotulinumtoxinA) is a prescription medicine that is injected into muscles and used to prevent headaches in adults with chronic migraine who have 15 or more days each month with headache lasting 4 or more hours each day in people 18 years and older.

It is not known whether BOTOX is safe and effective to prevent headaches in patients with migraine who have 14 or fewer headache days each month (episodic migraine).

### IMPORTANT SAFETY INFORMATION

**BOTOX may cause serious side effects that can be life threatening. Get medical help right away if you have any of these problems any time (hours to weeks) after injection of BOTOX:**

- **Problems swallowing, speaking, or breathing**, due to weakening of associated muscles, can be severe and result in loss of life. You are at the highest risk if these problems are preexisting before injection. Swallowing problems may last for several months.
- **Spread of toxin effects**. The effect of botulinum toxin may affect areas away from the injection site and cause serious symptoms, including loss of strength and all-over muscle weakness; double vision; blurred vision; drooping eyelids; hoarseness or change or loss of voice; trouble saying words clearly; loss of bladder control; trouble breathing; and trouble swallowing.

There has not been a confirmed serious case of spread of toxin effect away from the injection site when BOTOX has been used at the recommended dose to treat chronic migraine.

BOTOX may cause loss of strength or general muscle weakness, vision problems, or dizziness within hours to weeks of receiving BOTOX. **If this happens, do not drive a car, operate machinery, or do other dangerous activities.**

**Do not receive BOTOX if you** are allergic to any of the ingredients in BOTOX (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as Myobloc® (rimabotulinumtoxinB), Dysport® (abobotulinumtoxinA), or Xeomin® (incobotulinumtoxinA); have a skin infection at the planned injection site.

**The dose of BOTOX is not the same as, or comparable to, another botulinum toxin product.**

**Serious and/or immediate allergic reactions have been reported**, including itching; rash; red, itchy welts; wheezing; asthma symptoms; dizziness; or feeling faint. Get medical help right away if you experience symptoms; further injection of BOTOX should be discontinued.

**Tell your doctor about all your muscle or nerve conditions**, such as ALS or Lou Gehrig's disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects, including difficulty swallowing and difficulty breathing from typical doses of BOTOX.

**Tell your doctor about all your medical conditions, including if you** have or have had bleeding problems; have plans to have surgery; had surgery on your face; have weakness of forehead muscles, trouble raising your eyebrows, drooping eyelids, and any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX can harm your unborn baby); are breastfeeding or plan to (it is not known if BOTOX passes into breast milk).

**Tell your doctor about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Using BOTOX with certain other medicines may cause serious side effects. **Do not start any new medicines until you have told your doctor that you have received BOTOX in the past.**

Tell your doctor if you received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as Myobloc®, Dysport®, or Xeomin® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

**Other side effects of BOTOX include** dry mouth; discomfort or pain at the injection site; tiredness; headache; neck pain; eye problems such as double vision, blurred vision, decreased eyesight, drooping eyelids, swelling of your eyelids, and dry eyes; drooping eyebrows; and upper respiratory tract infection. For more information, refer to the [Medication Guide](#) or talk with your doctor.

**You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.**

Please click here for [Consumer Brief Summary](#), including **Boxed Warning**, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.

If you are having difficulty paying for your medicine, AbbVie may be able to help. Visit [AbbVie.com/myAbbVieAssist](http://AbbVie.com/myAbbVieAssist) to learn more.



“No one should be on this journey alone, and we all have more to learn about this disease. And here, together, is a great place to start.”

A handwritten signature in black ink, appearing to read 'Karin Curran', with a long, sweeping flourish extending to the right.

BOTOX® (onabotulinumtoxinA) is a prescription medicine used to prevent headaches in adults with Chronic Migraine, 15 or more headache days a month, lasting 4 hours or more. It is not approved for adults with migraine who have 14 or fewer headache days a month.

**IMPORTANT SAFETY INFORMATION**

Effects of BOTOX® may spread hours to weeks after injection causing serious symptoms. Alert your doctor right away, as difficulty swallowing, speaking, breathing, eye problems, or muscle weakness can be signs of a life-threatening condition. Patients with these conditions before injection are at highest risk. Side effects may include allergic reactions, neck and injection-site pain, fatigue, and headache. Allergic reactions can include rash, welts, asthma symptoms, and dizziness. Don't receive BOTOX® if there's a skin infection. Tell your doctor your medical history, muscle or nerve conditions (including ALS/Lou Gehrig's disease, myasthenia gravis, or Lambert-Eaton syndrome), and medications, including botulinum toxins, as these may increase the risk of serious side effects.

**Please see full Indication, Limitations of Use, and additional Important Safety Information throughout this brochure.**

**Please click here for [Consumer Brief Summary](#), including Boxed Warning, or visit [https://www.rxabbvie.com/pdf/botox\\_pi.pdf](https://www.rxabbvie.com/pdf/botox_pi.pdf) for full Prescribing Information.**

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