

Anti-wrinkle shot has limited launch

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Allergan Inc., an Irvine, Calif., pharmaceutical company known for the antiwrinkle Botox, is expected to launch Juvederm, another cosmetic product.

Beauty-conscious consumers, physicians and investors are eager to see how the injectable Juvederm will do against market leader Restylane, launched in the United States by Medicis Pharmaceutical Corp. in 2004, The Wall Street Journal said Tuesday. The Federal Food and Drug Administration approved the treatment in June.

Allergan officials said a nationwide launch of Juvederm was planned for January. Company officials won't disclose its price until shortly before it begins accepting orders from physicians Nov. 1.

Allergan will ship Juvederm free to selected physicians specializing in facial aesthetics, the Journal said, as part of what the company is calling an "experience trial." The trial is expected to provide more data on Juvederm's performance and durability, and patient satisfaction. Since all patients must have used Restylane within the past 12 months, it will provide Allergan feedback on how its product compares with Restylane.

Both Restylane and Juvederm are dermal fillers that plump facial creases by adding volume to the skin, the Journal said. The temporary effect lasts about six months.

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