

# CHOICE

Choosing **H**ealth over **O**besity  
Inspiring **C**hange through **E**mpowerment

**Win a trip to Washington D.C.  
to share your weight-loss story**

When you made the choice to have weight-loss surgery, you made the decision to choose health over obesity. **Now it's your turn to help others do the same and help change how obesity is viewed and treated in this country.**

Join the **C.H.O.I.C.E.** (Choosing **H**ealth over **O**besity Inspiring **C**hange through **E**mpowerment) Campaign, an educational initiative sponsored by Allergan, Inc., makers of the LAP-BAND® Adjustable Gastric Banding System. Through the **C.H.O.I.C.E.** Campaign, **your** voice can be heard to help people understand:

- **Obesity is a disease,<sup>1</sup> NOT a choice.** People need to understand that being significantly overweight (e.g., 100 pounds or more overweight) is not a choice resulting from lack of will power or laziness. Those struggling with their weight have often spent years dieting and exercising without long-term success. Too often, people misperceive obesity as a personal choice resulting from bad lifestyle and eating habits. But, medical research now indicates obesity has more to do with science and the biology of fat, rather than lack of will power or discipline.<sup>2</sup> The C.H.O.I.C.E. Campaign provides education and facts to address the stigma associated with obesity, an important step in the prevention and treatment of the disease.
- **People who are 100 pounds or more overweight do have a choice.** There is growing medical evidence to support that, for people who are more than 100 pounds overweight, weight-loss surgery is more effective than traditional dieting and exercise alone.<sup>3,4</sup> **Anyone who is more than 100 pounds overweight deserves to know they do have a choice.**
- **America has a choice when it comes to costs associated with obesity.** The annual cost of overweight and obesity in America is now projected at \$147 billion per year,<sup>5</sup> and is only expected to increase.<sup>6</sup> Prevention policies alone are not enough to address the growing U.S. obesity epidemic. Tackling the obesity epidemic requires a commitment to both prevention and treatment and will only happen with the help of consumers, healthcare professionals and Congress.

**There are three ways that you can get involved with C.H.O.I.C.E.**



## **Enter the Voice My C.H.O.I.C.E. Contest Program**

This contest is for LAP-BAND® System patients. To enter the contest, which runs from May 12 through July 27, simply submit a short essay or video at [www.LapbandChoiceContest.com](http://www.LapbandChoiceContest.com) about your weight-loss journey and how your choice to overcome your struggle with weight has changed your life.

Twelve winners will be given the opportunity to go on a 3-day/2-night trip to Washington, D.C. in September to share their personal stories with legislators and media. Allergan, Inc., will cover travel-related expenses for winners and a guest. More information regarding the contest, including rules and eligibility, can be accessed at [www.LapbandChoiceContest.com](http://www.LapbandChoiceContest.com).



### Sign our Petition to Congress

Sign the online petition to Congress at [www.mychoicecampaign.com](http://www.mychoicecampaign.com) to tell Congress it's time to recognize obesity as a disease, **NOT a choice**, to focus on prevention and treatment, and to accept all treatments, including weight-loss surgery for those 100 pounds or more overweight. The petition will be delivered to legislators in September by the winners of our contest. **We need your support to reach our goal of 250,000 signatures** – that's one signature for every dollar that Allergan, Inc., will donate to The George Washington University School of Public Health and Health Services' Department of Health to support research on obesity through the Strategies to Overcome and Prevent (STOP) Obesity Alliance. The STOP Obesity Alliance is helping to change how we perceive and approach the problem of obesity, overweight, and weight-related health risks, including heart disease and diabetes.



### Join our Facebook Cause Page and Follow us on Twitter

Join the campaign Cause page on Facebook – [www.mychoicecampaign.com/facebook](http://www.mychoicecampaign.com/facebook) – and follow updates on the campaign on Twitter @CHOICEcampaign. Social media tools – including banners, icons, wallpapers, links to the campaign and contest Web sites, Facebook Cause page and Twitter page, and messages for social media sites – are available at [www.mychoicecampaign.com](http://www.mychoicecampaign.com) to help you spread the word about the campaign and encourage your friends to join our movement.

## IMPORTANT LAP-BAND® SAFETY INFORMATION

**Indications:** The LAP-BAND® System is indicated for use in weight reduction for severely obese patients with a Body Mass Index (BMI) of at least 40, or a BMI of at least 35 with one or more severe comorbid conditions, or those who are 100 lbs. or more over their estimated ideal weight.

**Contraindications:** The LAP-BAND® System is not recommended for non-adult patients, patients with conditions that may make them poor surgical candidates or increase the risk of poor results (e.g., inflammatory or cardiopulmonary diseases, GI conditions, symptoms or family history of autoimmune disease, cirrhosis) who are unwilling or unable to comply with the required dietary restrictions, who have alcohol or drug addictions or who currently are or may be pregnant.

**Warnings:** The LAP-BAND® System is a long-term implant. Explant and replacement surgery may be required. Patients who become pregnant or severely ill, or who require more extensive nutrition, may require deflation of their bands.

Anti-inflammatory agents, such as aspirin, should be used with caution and may contribute to an increased risk of band erosion.

**Adverse Events:** Placement of the LAP-BAND® System is major surgery and, as with any surgery, death can occur. Possible complications include the risks associated with the medications and methods used during surgery, the risks associated with any surgical procedure and the patient's ability to tolerate a foreign object implanted in the body.

Band slippage, erosion and deflation, reflux, obstruction of the stomach, dilation of the esophagus, infection or nausea and vomiting may occur. Reoperation may be required.

Rapid weight loss may result in complications that may require additional surgery. Deflation of the band may alleviate excessively rapid weight loss or esophageal dilation.

**Important:** For full safety information, please visit [www.lapband.com](http://www.lapband.com), talk with your doctor or call Allergan Product Support at 1-800-624-4261.

**CAUTION:** Rx only.

1 The Obesity Society. Obesity Fact Sheets. What is Obesity? Available at [http://www.obesity.org/information/what\\_is\\_obesity.asp](http://www.obesity.org/information/what_is_obesity.asp). Accessed 3/31/10.

2 Roizen M, Oz M, *You On A Diet*. The Biology of Fat. New York, Free Press, 2006: 77, 102, 114.

3 Shekelle PG, Morton SC, Maglione M, Suttorp M, Tu W, Li Z, Maggard M, Mojica WA, Shugarman L, Solomon V. Pharmacological and Surgical Treatment of Obesity., Evidence Report/Technology Assessment No. 103. (Prepared by the Southern California–RAND Evidence-based Practice Center, under Contract No. 290-02-0003.) AHRQ Publication No. 04-E028-Rockville, MD: Agency for Health care Research and Quality. July 2004.

4 Muscelli E, Mingrone G, Camastra S et al. Differential effect of weight loss on insulin resistance in surgically treated obese patients. *Am J Med* 2005; 118: 51-7.

5 Finkelstein et al. *Health Affairs* 28, no. 5 (2009): w822–w831.

6 Wang Y, et al. Will all Americans become overweight or obese? Estimating the progression and cost of the US obesity epidemic. *Obesity*. 2008 Oct 16 (10): 2323-30.



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