

# **Botulinum Toxin for Wrinkles**

By American Academy of Ophthalmology

American Academy of Ophthalmology, United States, 2014. Pamphlet. Book Condition: New. 229 x 152 mm. Language: N/A. Brand New Book. To tackle a growing health literacy challenge and improve comprehension and recall, the American Academy of Ophthalmology has revamped its patient education content to meet best-in-class readability and information design standards. Whatever the condition or procedure, the Academy s enhanced materials offer vital information to improve patient understanding and drive positive health actions, saving ophthalmologists consultation time and strengthening their informed consent process. Give patients the tools to enjoy better eye health by providing information you can trust and they can understand. This brochure covers: what is botulinum toxin for facial wrinkles?; types of wrinkles; how botulinum toxin works; who can get botulinum injections? New content adheres to latest health-literacy standards by featuring: shorter sentences and expanded use of bullets; emphasis on must know action steps directing patients toward healthier outcomes; a glossary for medical/technical terms; a new text font (APHont) specifically designed for readers with low vision. A new layout with a modern sensibility enhances readability and features the most important content at in the beginning and in a summary section at the end; shorter explanations with vital details...



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