



for solution for
5°C
units of
Botulinum type A
complex (900 kD),
serum
1.2 mg of

BOTOX®
BOTULINUM TOXIN
TYPE A FOR INJECTION
100 UNITS*

Manufactured by:
Allergan Botox Ltd.,
Westport, Co. Mayo, Ireland.

ALLERGAN
Allergan Ltd.,
High Wycombe,
Bucks., HP12 3SH, UK.

Would you have a painful treatment if it meant staying young?

Are wrinkles worth worrying about?

What's the ideal age to be?

Want to live for ever?

Most research on ageing aims to improve our health and quality of life as we grow old, not make us live for ever. For some people, that means using products that keep them looking young. Botox is a toxin used to reduce wrinkles by paralysing facial muscles.



Should medicine
be designed
specially for each
patient?

Would you like
removable body
parts?

Is staying healthy
worth any price?

Look deep into my eyes...

Made to measure for their owners, these artificial eyes are a Victorian version of medicine tailored to individual patients. One day, doctors may treat us all with personalised medicine based on our genetic profile – as long as we can afford it.



What does your
face say
about you?

Is your face the
only way people
can tell how
you feel?

Can you spot a
fake smile?

Express yourself!

Fear, surprise, disgust, sadness, anger and happiness – these are the six basic emotions that all humans share. Your face is incredibly good at showing them, and your brain is designed to recognise them in others. These casts were taken from an actor's face.



When did you
become you?

Are you born with
your personality?

Is your future
written in your
genes?

A model child?

Constructed using data from a harmless ultrasound scan, this model of a 12-week-old human fetus was built up layer-by-layer using 3-D printing technology. At 12 weeks the fetus has fingers and toes with unique fingerprints, and its brain is developing 100,000 new cells a minute. Its head makes up half its size.



Are your looks all
in your genes?

What is normal?

Is it better to
stand out or
blend in?

Are you a fan of my feathers?

A genetic quirk (different from albinism) means this peacock has no colour-producing cells in its feathers. Humans are just like other animals in that our genes play a big part in our appearance. But we have also become incredibly good at changing the way we look, from hair colour to high heels.



What would it be like if you weren't scared of anything?

Can fear be fun?

Have you inherited any phobias?

How does this make you feel?

Some people might find this hairy tarantula truly terrifying! In a dangerous situation, fear can help you react and escape quickly. But when fear goes into overdrive, people can develop phobias – irrational fears shaped by your genetic inheritance, your experiences and your environment.



Is everyone's
brain wired the
same way?

Would you like to
be able to read
people's minds?

Will your
thoughts always
be private?

Thinking cap?

Doctors can use this helmet to take a picture of your brain with magnetic resonance imaging (MRI). They can also map your brain's activity as you think, or carry out a task- this is called functional MRI. Perhaps one day this will reveal the inner workings of our minds.