[0021] In another aspect, the composition comprises an effective amount of the compound of Formula II.

[0022] In another aspect, the composition reduces fat without causing substantial hair growth at the site of fat reduction.

[0023] In another aspect, the composition reduces fat without causing additional hair growth at the site of fat reduction.

[0024] In another aspect, the composition comprises the compound or mixture of compounds in an amount of about 0.05 mg/kg to about 5 mg/kg.

[0025] In another aspect, the composition comprises the compound or mixture of compounds in an amount of about 0.3 mg/kg to about 5 mg/kg.

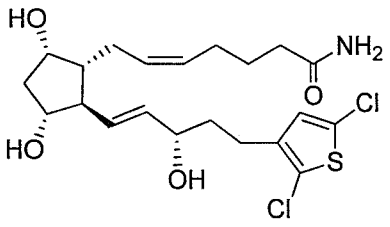
[0026] In another aspect, the composition is suitable to be administered topically, by injection, transdermally, or orally.

[0027] In another aspect, the composition is suitable to be administered to at least one of the subject's submental region, thighs, abdomen, or waist.

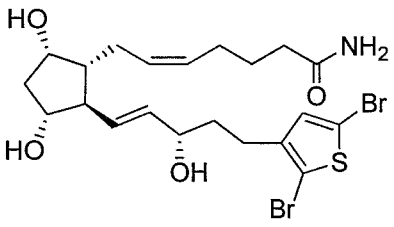
[0028] In another aspect, the composition is suitable to be administered systemically.

[0029] In another aspect, the composition is suitable to be administered locally to a fat deposit.

[0029a] In another aspect, disclosed herein is a use of an effective amount compound of Formula I, a compound of Formula II, or a mixture thereof:



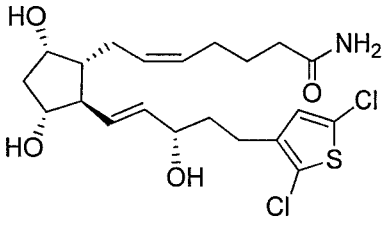
I



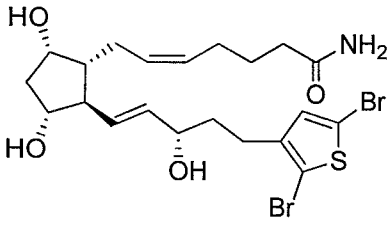
II

in the manufacture of a medicament for reducing body fat in a subject in need thereof, wherein the medicament is to be administered topically or transdermally to the subject.

[0029b] In another aspect, disclosed herein is a cosmetic method of reducing body fat in a subject comprising administering topically or transdermally to a subject in need thereof an effective amount of a compound of Formula I, a compound of Formula II, or a mixture thereof:



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DESCRIPTION OF THE DRAWINGS

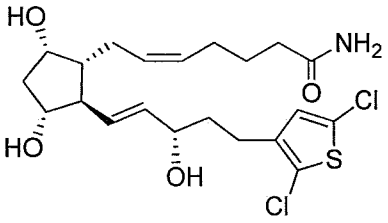
[0030] FIG. 1A, FIG. 1B, FIG. 1C, and **FIG. 1D** show the results of agonist response in the triplicate impedance assays (FIGS. 1A, 1B, and 1C) and signature trace of the top dose (FIG. 1D) with human dermal papilla cells in an *in vitro* cell dielectric spectroscopy assay with bimatoprost.

[0031] FIG. 2A, FIG. 2B, FIG. 2C, and **FIG. 2D** show show the results of agonist response in the triplicate impedance assays (FIGS. 2A, 2B, and 2C) and signature trace of the top dose (FIG.

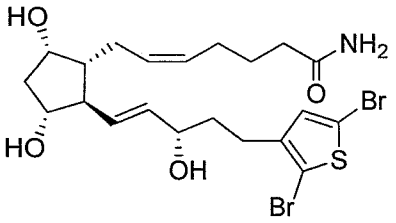
CLAIMS

WHAT IS CLAIMED IS:

1. Use of an effective amount compound of Formula I, a compound of Formula II, or a mixture thereof:



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in the manufacture of a medicament for reducing body fat in a subject in need thereof, wherein the medicament is to be administered topically or transdermally to the subject.

2. The use of claim 1, wherein an effective amount of the compound of formula I is to be administered.

3. The use of claim 1, wherein an effective amount of the compound of formula II is to be administered.

4. The use of claim 1, wherein the medicament is to be administered in an amount effective for reducing fat without causing substantial hair growth at the site of fat reduction.

5. The use of claim 1, wherein the medicament is to be administered in an amount effective for reducing fat without causing additional hair growth at the site of fat reduction.

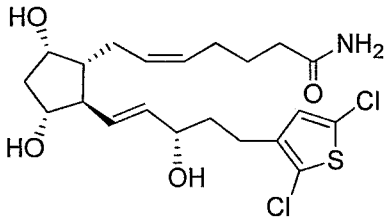
6. The use of claim 1, wherein the medicament is to be administered in an amount of about 0.05 mg/kg of body weight to about 5 mg/kg of body weight.

7. The use of claim 1, wherein the medicament is to be administered in an amount of about 0.3 mg/kg of body weight to about 5 mg/kg of body weight.

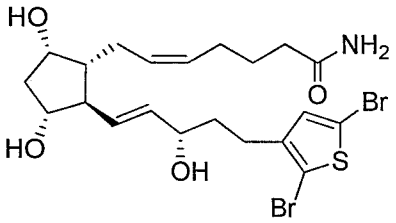
8. The use of claim 1, wherein the medicament is to be administered to at least one of the subject's submental region, thighs, abdomen, or waist.

9. The use of claim 1, wherein the medicament is to be administered locally to a fat deposit.

10. A cosmetic method of reducing body fat in a subject comprising administering topically or transdermally to a subject in need thereof an effective amount of a compound of Formula I, a compound of Formula II, or a mixture thereof:



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