

“Botox Can Help”

Are you bothered by frown lines between your brows? Furrows on your forehead? “Crow’s feet” wrinkles by your eyes? Botox can help. The world’s number one doctor administered facial cosmetic procedure, Botox is quick, easy and affordable.

What is Botox Cosmetic?

Botox Cosmetic is a doctor administered non-surgical facial procedure. In fact, it is the world’s number one cosmetic procedure. It involves placement of Botox, a purified protein, into selected muscles to improve facial lines and wrinkles. Botox works by preventing contraction of muscles. When the muscles relax, the overlying lines and wrinkles of the face become less prominent and in many cases, disappear. It is used by millions of people around the world to give a less tired, more refreshed appearance and to soften lines and wrinkles that develop over time.

How did Botox start?

Botox is a purified protein made by *Clostridium botulinum*, a bacterium. The first doctors to discover and use Botox were ophthalmologists. Because Botox prevents contraction of muscles, it was first approved by the FDA in the 1990’s to treat certain medical conditions caused by overactive muscles. These included debilitating eyelid spasms, crossed eyes, and even headaches. While ophthalmologists were using Botox for these purposes, many patients began to notice that the lines and wrinkles around their eyes were decreasing. This led to the approval in 2002 by the FDA of Botox for cosmetic uses.

What kind of wrinkles does Botox help?

There are two types of wrinkles or facial lines. One type is related to loss of skin elasticity. The second type of wrinkles, called “dynamic” lines, are caused by repeated muscle movement. Botox is used to soften and eliminate these dynamic lines. There are three regions around the eyes where dynamic lines form.

Frown lines: The first region where dynamic wrinkles form is the vertical furrows between the eyes. These lines occur because we furrow our brows when we are concentrating or expressing anger or hostility. Over time, these lines can exist with no such intent. These are commonly called “thinking lines” or “frown lines.”

Brow lines: The second region is the horizontal lines across the forehead, known as “brow lines.” You can see these lines across your forehead by raising your eyebrows.

Crow’s feet: The third region where dynamic lines form is at the corner of the eyes, near the temples. These are known as “crows’ feet,” and are accentuated by squinting.

By preventing the contraction of the underlying muscles, Botox smoothens and decreases the appearance of these stubborn dynamic lines, resulting in a refreshed natural look.

When will I see results?

You will begin to see improvement within a few days, as the Botox relaxes the muscles. Improvement can continue for up to one month. The effects can last up to 4 months. If you discontinue treatment, the appearance of your lines gradually returns to the way they looked before treatment.

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Is treatment with Botox painful?

Botox is administered by placing a few tiny injections into the muscles that cause those persistent lines. There is usually very little discomfort. Before the injection, the area will be numbed with cold packs or an anesthetic cream. The entire procedure takes about 10 minutes, and you're on your way back to your regular activities.

Who uses Botox?

Botox is used by millions of people around the world from all walks of life. Most Botox users are in their 30's and older and use Botox to soften the furrows between the brows to avoid an appearance of unintended anger or hostility and to regain a refreshed look. Other Botox users smooth the forehead lines and the "crow's feet" lines at the corners of the eyes with injections to the appropriate muscles. Both women and men use Botox. Botox users include housewives, teachers, TV personalities, attorneys, healthcare professionals and retirees – anyone who wants to improve their appearance. Some like to use Botox regularly a few times a year, while others use it in preparation for important occasions like an important work meeting, a wedding, a party, holiday, birthday or other special event.

Who should not use Botox?

Botox should not be used in people with certain neuromuscular disorders such as myasthenia gravis, Lou Gehrig's Disease ("ALS") and Eaton-Lambert syndrome. Anyone with an allergy to any of the components of the formulation should not receive Botox. Botox should be avoided during pregnancy or while nursing.

Are there side effects?

Botox has a long history of safe use and there is a low probability of any side effects. In fact, side effects occur in only 1% of Botox injections, and when they do occur they are usually mild and transient. The most common side effect is mild localized swelling for a few hours after the injection. In some cases, bruising may be associated with the injection. Our consent form discusses the side effects in detail.

Will my facial expressions continue to look natural?

Although the results are visible and can dramatically improve your appearance, Botox will not radically change your facial characteristics or make you look as if you've "had work done." The muscle activity is reduced, causing the lines and furrows to decrease.

Is Botox affordable?

One of the reasons for Botox's popularity is that it's quite affordable. Treatments can be as low as a couple of hundred dollars for a region.

Who should administer Botox?

Ophthalmologists, dermatologists, and plastic surgeons are the physicians who most commonly administer Botox. These specialists are particularly qualified because of their intimate familiarity with the eyelid, brow and facial regions.

Is Botox for me?

Your doctor is trained to help you decide if Botox is right for you. Many people benefit from the refreshing effects of Botox. If you desire to enhance your appearance, Botox can help.