

Look younger in just days!

The truth about Botox®

One day you looked in the mirror and studied those lines that furrowed your brow, and you wondered: Where did they come from? Is it just aging? Too much sun? Too much stress? In general, how skin ages and wrinkles is a complex process. It isn't just about cellular changes, collagen depletion, hormone loss, damage caused by free radicals, and so on; it's a combination of many factors.

The lines that appear between your brows (glabellar lines) actually result from muscle movement and the passage of time. If you're angry or annoyed, for example, you knit your brows together. Underneath your skin, your facial muscles contract, causing a pleating of the overlying skin, and then, as anyone can see, you're frowning. After years of crinkling and wrinkling, those glabellar lines start to linger longer and become more pronounced. Fortunately, there is a way to reduce moderate to severe glabellar lines. Treatment with Botox® Cosmetic can visibly smooth and soften moderate to severe frown lines between your brows. An improvement can be seen within days and may last up to four months, although results vary.⁽¹⁾



2,837,346 number of Botox® injections given in 2004,



What is Botox®?

Botox® (Botulinum Toxin Type A) is a purified protein produced by the Clostridium botulinum bacteria. Botox® Cosmetic is a simple, nonsurgical, physician administered treatment indicated for the temporary improvement in the appearance of frown lines between the brows. It is the only treatment of its type approved by the FDA.

What does it do?

Botox® blocks neuromuscular transmission and inhibits the release of acetylcholine. Botox® injections produce a localized reduction in muscle activity. Botox® works by temporarily reducing the contractions of the muscles that cause frown lines between your brows.⁽¹⁾

What is the injection process?

Botox® is injected into precise points in the facial muscles (not the bloodstream). The area to be injected will be cleansed and your doctor will administer several tiny injections of Botox® directly into the muscles that cause those moderate to severe frown lines between the brows. Where to administer the injections is determined by examining your ability to move certain muscles in your brow area. The procedure is simple, nonsurgical and usually takes about 10 minutes. It is performed in your doctor's office, and you may resume normal activity immediately. You can even have it done on your lunch break.⁽¹⁾

Does it hurt?

Some people experience a pinching sensation when the needle enters the skin. There is little pain so anesthesia is not required. Your doctor may choose to numb the area with a cold pack or a topical anesthetic cream depending on your pain threshold. Discomfort is usually minimal and brief. Most patients compare the sensation to a pin prick.

How long do the results last?

You may see a marked improvement in the frown lines within days. Improvement may continue for as long as a month, and could last up to four months. After four months, the frown lines between your brows will gradually return to their appearance before treatment.⁽¹⁾

QUICK FACTS

about cosmetic surgery: 2004 ASAPS stats

There were nearly 11.9 million surgical and nonsurgical cosmetic procedures performed in 2004, according to the most comprehensive survey to date of U.S. physicians and surgeons by the American Society for Aesthetic Plastic Surgery (ASAPS).

Women had nearly 10.7 million cosmetic procedures, accounting for 92% of the total.

Men had nearly 1.2 million cosmetic procedures, representing 8% of the total.

Americans spent just under \$12.5 billion on cosmetic procedures in 2004.⁽⁶⁾

Number of nonsurgical procedures performed in 2004:

| | |
|--------------------|-----------|
| Botox® | 2,837,346 |
| Laser hair removal | 1,411,899 |
| Chemical peel | 1,110,401 |
| Microdermabrasion | 1,098,316 |
| Hyaluronic acid | 882,469 |

How often is treatment recommended?

To help maintain the results, you can receive Botox® injections up to every four months.

Will my facial expressions continue to look natural?

"In the hands of an experienced injector, Botox® can produce results that allow for some natural movement, yet still produce exactly the desired effect on wrinkles and furrows," states Dr. David Van Dam, a Chicago dermatologist. "The result is not paralysis, rather, the result is a reduction in the ability to make specific facial expressions that create wrinkles and deep folds in the skin."⁽³⁾

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What is the cost?

Botox® is one of the least expensive facial aesthetic procedures in the U.S.A., costing approximately \$400 per treatment. Cost will vary somewhat from city to city and doctor to doctor.⁽⁴⁾

Are there any side effects?

The most common side effects include headache, respiratory infection, flu syndrome, temporary eyelid droop and nausea. Less frequently occurring (<3%) adverse reactions include pain in the face, erythema at the injection site (abnormal redness of the skin), and muscle weakness.^(1,5)

>> **15,000** number of daily facial movements we make

157% increase in the number of Botox® procedures between 2002 and 2003



Who should not use Botox®?

Botox® should not be used in the presence of infection at the proposed injection site(s) and in individuals with known hypersensitivity to any ingredient in the formulation. Patients with neurological disorders such as ALS, Myasthenia Gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects.⁽¹⁾

Conclusion:

Botox® is a popular, quick, inexpensive and safe procedure if done by a trained, board-certified practitioner, namely a plastic surgeon or a dermatologist. To make the selection process easier, you may want to consider choosing a doctor from the Botox® Cosmetic Physicians' Network. Members of the network have medical practices that focus on facial aesthetics, as well as detailed knowledge of facial anatomy and experience injecting Botox® Cosmetic. 🌟

Botox® is a registered mark of Allergan

References:

1. Botox Cosmetic.com, March 2005
2. Klapper, J.A., MD, "Botox and Migraine", American Council for Headache Education, 2001.
3. New Beauty Magazine, "All About Injectables", "The Bottom Line on Botox", p. 64-71, Winter/Spring 2005.
4. The American Society for Aesthetic Plastic Surgery, "ASAPS Procedure Facts", March 2005.
5. Botox Cosmetic, (Botulinum Toxin Type A), Purified Neurotoxin Complex, Clinical Studies, Allergan Pharmaceuticals, Ireland, July 2004.
6. The American Society for Aesthetic Plastic Surgery, "Cosmetic Surgery Facts:2004 ASAPS Statistics", March 2005.

