

THE BASICS OF BOTOX®

BY DR. NAVIN TANEJA



What should you know about this purified protein that takes away years from your face?

It may just take 10 minutes at a dermatologist's clinic to reclaim your life. With plenty of women in India opting for cosmetic procedures to look young & the cosmetic beauty industry responding with equal gusto, it is very important to know the right from the wrong. Even more so in the case of BOTOX®, which is fast becoming a regular beauty procedure.

Cosmopolitan spoke to BOTOX® expert and leading cosmetologist Dr. Navin Taneja to get a low down on BOTOX®.

What is BOTOX®?

BOTOX® is a brand of botulinum toxin type A, marketed by Allergan.

BOTOX® is the only brand approved by the USFDA for cosmetic indications. Grey market brands are widely available. For instance there is a FAKE Chinese BOTOX® that claims it is FDA approved! Certain BOTOX® creams are also seen in the grey market. "BOTOX® works only when injected into the facial muscles that cause expression lines. It won't be effective if applied topically" says Dr. Navin Taneja, a Delhi based Dermatologist.

How does BOTOX® work?

Over time, increased muscle activity, exposure to the sun and damage by free radicals lead to contraction of muscles. When these muscles contract, the skin above shrinks & creases. This leads to formation of lines & wrinkles. BOTOX® relaxes these muscles, smoothening lines and wrinkles. Forehead lines, frown lines, crows feet and bunny lines, correcting gummy smiles, droopy angle of mouth, brow lifts and excessive sweating are the most common indications where BOTOX® is used.

Go with the right dermatologist

Experts say that in most cases of 'BOTOX®-gone-wrong', it was the dermatologist who was responsible. Either he/she did not inject at the right place / injected a higher dosage than required or injected a FAKE PRODUCT which was not BOTOX®.

The practitioner has to know the science behind movement of the muscles and the correct BOTOX® injection procedure. Before choosing a dermatologist to administer the treatment, check for the following-

- If the dermatologist has got Allergan certification.
- Find out how long he/she has been giving this treatment.
- Find out about counseling. It is an important part of the treatment.
- Check if He/She is using original BOTOX® from ALLERGAN.

How is BOTOX® administered?

The time involved in getting a BOTOX® shot is its biggest USP. It can take as little as ten minutes. It has been popularly marketed as a 'Tea-Time' Procedure.

You can get back to work after this.

The results start showing in two to three days.

What is the right dosage?

It depends on the nature of the requirement-whether cosmetic or medical. If it is cosmetic then it depends on the area where it is being administered. Men need a higher dose as they have a bulkier muscle mass.

What is the right age for BOTOX®?

There is no right age for taking this treatment. Those who have expressive, animated faces can develop frown lines fairly early in life. It is entirely guided by the appearance on dynamic lines on your face. Indians usually need BOTOX® after they are 30 or 35 years old.

But Doctors report a growing number of younger clients, in their 20s and 30s, who are taking BOTOX® to look better.

"I get a lot of airline crew. In their profession people get grounded if there are too many lines and wrinkles on the face. Quite a many are soon-to-be brides who want to take BOTOX® before their wedding ceremony.

They want a smooth face otherwise their make-up tends to crease and that does not look good in the wedding video and photographs," says Dr. Taneja.

NEFERTITI LIFT



Do you want to give your face a lift?

Would you like to have a well defined jaw?

FACIAL RESHAPING



Would you like to have a more feminine oval shaped face?

BOTOX® is approved, safe, trusted, popular and most importantly, effective. Only a 10 minute procedure, results start showing in 7-14 days and last for 4-6 months!

Speak to your doctor about BOTOX® today!

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