

BOTOX® IS BOTOX®, OTHERS ARE NOT.



Dr Sunita More, Plastic Surgeon, Diploma of National Board, American Academy Of Cosmetic Surgery. Advance training at the University of Michigan, the top-ranking university in the US. Further trained with, Dr. Ciro Accardo [President of European Society of Anti-aging, Italy] and Dr. Nicor Isse [USA], in the latest techniques of happy lift and feather lift for facial rejuvenation. Dr Sunita has vast experience in non-surgical facial rejuvenation with BOTOX® and Filler and also several cosmetic surgery procedures like face-lift, baggy eye-lid surgery, brow-lift, endoscopic forehead lift, thread-lift, nose job, liposuction, breast enhancement and reduction and post-weight loss surgery. She is very eminent and ensures your complete satisfaction using the right products, right techniques always giving the best results.

In the world of Facial Aesthetics, there are many players who claim to erase lines and make one look younger. But not one of them can truly earn the trust of millions around the world like BOTOX® does. The reasons are obvious; BOTOX® is a world class product from a pioneer in the world of facial aesthetics - Allergan. It has enjoyed a successful run for over two decades world wide. It is an undisputed leader in treating undesirable facial lines, enjoying the trust of millions of satisfied patients.

It's also important to know that BOTOX® is a brand from Allergan and holds over 80 -85% of the market share world over. Make sure that you ask your doctor about the brand he or she is administering. BOTOX® is also known to be commonly mistaken to be a procedure and not a product. Though in India there are not too many other brands of botulinum toxins active it is always good to verify from your doctor.

The questions and answers found below burst certain myths and misconceptions providing an insight into why BOTOX® remains the chosen one by millions, worldwide.

How long does it take to administer BOTOX®?

It's just a simple 10 minute procedure. Its results are visible in just 7 to 14 days. It has to be administered by a trained doctor, to make one look and feel younger, fresher and rejuvenated.

How is it done?

BOTOX® is usually injected directly into the muscle using a very small needle. The doctor will ask you to make certain faces in order to contract the muscles in the treatment area. This enables him or her to determine the precise locations where the injections should be placed. Most treatments require multiple injections.

Is BOTOX® safe?

BOTOX® has been approved by the US FDA, one of the most stringent drugs approving authority worldwide. BOTOX® is in clinical use for the last thirty years and is marketed in around 80 countries for 21 different indications. Till date it is not been withdrawn from any country for safety reasons.

Moreover, Allergan continuously monitors the use of BOTOX® to ensure proper use.

Is BOTOX® painful?

Most customers who have undergone the BOTOX® treatment describe it as an ant bite sting for a few seconds. The patient will feel no discomfort.

How long does the BOTOX® effect last?

The result of a single application of BOTOX® may last up to 4 to 6 months.

Are there any side-effects of BOTOX®?

BOTOX® is approved by US FDA for cosmetic use which proves its safety. Moreover BOTOX® has been in use for over two decades and its safety in the long term has been well established.

Is BOTOX® expensive?

BOTOX® is surprisingly affordable when considered among the many facial enhancement options. Many people are pleasantly surprised at the relative cost compared to other cosmetic treatments such as laser treatments, hair colouring etc.

When compared with competition, BOTOX®, is the one that's endorsed by doctors, worldwide. That makes BOTOX® the chosen one to take care of those lines on the face.

The views expressed in this article are Dr. Sunita More's. She can be reached at

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