

SPECIAL REPORT

The Truth About Botox®

Worry lines, frown lines, laugh or smile lines, crow's feet ...these are all "dynamic" wrinkles caused from years of living and using facial muscles to show expression. The more emotion we show...the deeper the wrinkles and lines can be. Botox® injections can safely and effectively soften lines and reduce wrinkles.

Botox® is also known as "cosmetic denervation" - a non-surgical cosmetic procedure that many patients have come to depend on to show results within as few as 7 days. Botox is not magic, but a cosmetic treatment that may be the right choice for you to treat those stubborn, persistent wrinkles and lines and restore a bit of "youthfulness" in this age of "appearance consciousness."

What would it mean to you if you were wrinkle line FREE? Or how great would it feel to actually Look as Young as You Feel?

Well it's all possible. In fact, BodyLase Skin Spa has helped many people just like you achieve just that. Many of whom didn't think anything would help. This special report will provide you with a great deal of information and education about all the facts you need before you do anything. So turn the page and let's start...

Can Botox® Treatments Ever Be Dangerous?

By now, nearly everyone has heard about the Florida situation where several people came down with serious disease from what they *thought* was Botox®.

How did this unfortunate incident occur? In the Florida situation, a group of physicians were purchasing and using unapproved, raw, botulinum toxin - in other words - "bootleg" Botox to treat wrinkles. They had obtained this bootleg version of Botox® from a California laboratory, and this substance was approximately 100 times as powerful as the Botox® that is commonly used. This bootleg version was never intended to be used by humans.

In our office, we use the only form of Botox® that is currently licensed for sale in the U.S. This form of the drug is called purified Botulinum Toxin, and it is a potent medication that actually relaxes muscles when it is injected directly into them. It has no ability to cause effects beyond a few millimeters where it is injected. This drug is only manufactured by a company called Allergan.

We only use this form of the drug and will never use any medications that have not been approved by the drug regulating bodies.

To understand Botox®, it's important to understand a little about its history. Over 15 years ago, Drs Alistair and Jean Caruthers were using Botulinum toxin to treat people with a painful muscle spasm condition around the eye. The curious thing was that some of these patients noticed that their foreheads and frown lines were indeed being relaxed and that they looked less angry.

This is how 2 doctors discovered how safely to use one of the most potent toxins in the world to relax muscles that cause wrinkles in the face. They have continued to use and refine this drug for the last 15 years and recently produced a study that documents not one long term detrimental effect from Botox® use that has come from the company Allergan.

Last year over 8 million Botox® treatments were given in North America and the only reported side effects have been transient and minor. In short, Botox® (the real Allergan made medication) is a very safe drug when used in well trained hands.

What Can I Have Treated With Botox®?

Most patients think of crows feet lines when they contemplate having Botox® - after all they are the most common lines and form early in life.

Did you know that there are many other wonderful uses of Botox®?

Here's a list that you can have taken care of quickly and easily with a simple injection of Botox®:

- **Frown lines:** That area between the eyebrows we doctors call the Glabella gets vertical lines that patients HATE!
- **Forehead lines** that go across parallel to the eyebrows.
- **Lip lines** that cause lipstick to 'bleed' up onto the lip skin.
- **Neck bands:** these are bands going from the jaw line down to the base of your neck and are prominent, giving your neck an older look.
- **Eyebrow Lift:** Yes! You can have a non-surgical natural looking eyebrow lift easily with Botox®. This is relatively new and the results are astounding!
- **Treatment for perspiration** of the hands and axillae (armpits). This is a very effective treatment for a vexing problem and Botox® can abolish sweatiness for months.
- A corollary effect noticed by many patients is reduction of their migraine headaches if they suffer from this condition and get Botox® for wrinkles!

Benefits of Botox® Injections:

- Botox® is a "no downtime treatment"- you can resume normal activities immediately.
- Botox® is safe, effective and non-invasive.
- Botox® injections are performed in 30 minutes or less.
- Botox® smoothes dynamic lines and wrinkles.
- Botox® has visible results within 3-10 Days.
- Botox® results generally last several months.

The 5 Questions to Ask When Choosing the “Best” Doctor for Doing Your Botox® Treatment.

1. How long have you been using Botox®?

This is an important factor in the success of your treatment. Your doctor should have a good deal of experience in this area. Every patient’s anatomy has individual variations and it requires considerable experience to evaluate your individual facial muscles and expression before inserting the Botox®.

Botox® treatments are as much an art as they are a science and it is not just a question of following a cookbook formula for knowing the exact locations and amounts of Botox® for injection.

2. Where did your doctor train?

Most doctors learn their skills in a number of places. They take the best information from experts and then personalize how they do their treatments in ways that work best for their patients’ results. Every year new ways of using Botox® are being discovered so it is essential your doctor keeps up with these current new ideas! You get the benefit.

3. Fortunately complications are rare. How does your doctor safeguard against complications from Botox® use?

How your physician deals with this question is critical. Your doctor should clearly state the possible complications from Botox® use, and informs you that every precaution is taken to avoid complications you should feel confident to go ahead with this doctor. Unfortunately, complications happen in the most experienced doctor’s hands. How he deals with them and the steps he takes to prevent them that are what’s important to you.

4. Will your doctor follow up after your Botox® treatment?

Giving the Botox® injection is not enough. Be sure that follow up after Botox® is a scheduled part of your treatment. Your doctor should also be willing to see you should you have any problems with your treatment.

5. What is your price?

In general, you can have two of the following things: price, value and service. If you take price as the only consideration, you can only have one of the other two. VALUE and SERVICE should concern you more than price. Your doctor shouldn’t compromise or cut corners on these just to have lower fees.

If you follow these guidelines you should be able to make an informed decision about who will perform your Botox® treatment.

What Will Happen If I Stop My Botox® Treatments?

The simple answer is: absolutely nothing except you'll get your wrinkles back! They won't be worse - just back.

You *will* miss the relaxed look that it gave you.

I've never seen any wrinkles worsening after treatments are stopped.

The effects of Botox® slowly wear off over the period of 3 - 6 months *but* with repeated use the drug's effect is often longer and longer and for some people they can go for periods of up to 9 months without treatment.

What are the possible long term side effects of Botox®?

Botox® has been used for over 15 years now for cosmetic reasons and there have been no reports of adverse long term effects. Drs. Jean and Alistair Caruthers recently reported a long term study of their patients reporting absolutely no negative long term side effects.

Specifically, there are no reports of aggravation of other diseases, no reports of long term weakness and no reports of allergy or sensitivity to the drug.

You will have long lasting wonderful reduction in wrinkles!

The 7 Leading Misconceptions About Botox®

1. You could look worse if you stop treatments.

If you stop Botox® treatments you will *not* look worse. The worse case scenario is that you will return to your pre-Botox® look. There is no record of any patients having a "rebound" effect after stopping Botox®.

Some patients even report a long lasting softening of their lines months after stopping their Botox®. When I first start treating patients, they may get three to four months from an injection of Botox®, and then with repeated use, they might only need it six to nine months later. This is especially true if the earlier re-treatments are done as soon as the muscle is just starting to move. The analogy is as seen when keeping a cast on a broken arm - the muscles soften when not being used.

2. Botox® is a potent poison and you shouldn't put any poison in your body.

Botox® is a very potent medication and can do considerable damage if it is injected into the wrong place in the wrong amount. This doesn't make it dangerous to use however, especially for a very experienced doctor. If it is injected correctly there are no instances of it causing a side effect outside of the area that is injected in.

The key to its correct use is to have an experienced doctor. I would choose the most experienced doctor I could find.

3. Botox® makes you look plastic or unnatural.

Botox® is a wonderful treatment but some people do take things to the extreme. Some movie stars look plastic not because they use Botox® but because they use *way too much* Botox® in too many places.

If Botox® is used tastefully it will give you a relaxed look. The key is to know how far to go and not to paralyze the essential muscles required for proper facial expression.

This is where the judgment of your Physician comes in to play. Your doctor should be able to decide on exactly the right dose and location of Botox® that is just right for you. Having this done properly will not give you a plastic or unnatural look.

4. Botox® treatments are easy to do so anyone can do them.

Nothing could be farther from the truth. It takes considerable experience and knowledge of facial anatomy to know exactly where to put the Botox®. Each person is unique and therefore your treatments need to be customized for your individual needs. Using Botox® is as much an art as it is a science.

5. Botox® is addictive.

For a drug to be addictive it must have a systemic effect. Botox® does not affect your body as a whole and does not affect the nervous system beyond where it injected.

However, you may become addicted to the improved, relaxed appearance that it will give you!

6. Botox® can cause a permanent eyelid droop.

Botox® rarely can cause a complication called ptosis or eyelid droop. We have never seen this complication and it is for the most part avoidable with proper technique.

Botox® effects are all temporary; therefore if you were unfortunate enough to get this complication it would not be permanent.

This rare complication can easily be treated with special eye drops which reverse the problem.

Permanent eyelid droop should not be a concern.

7. Changing your appearance is wrong.

Many people feel guilty when they are contemplating a cosmetic procedure such as Botox®.

Botox® is rather unique in this regard. Using Botox® does not actually change your appearance; it simply returns your looks to the way they used to be before all the stress and years added lines to your face.

You need to ask yourself whether it's actually wrong to return your looks to your natural, stress free, relaxed self, because it certainly isn't!

What exactly causes deep wrinkles and lines?

Over the years we use our facial muscles repeatedly as we show facial expressions. The term "dynamic wrinkles" comes from this definition of showing expressions repeatedly for years and years...thus the grooves appear from repeated muscle contractions. Smiling, frowning, laughing, squinting, crying --all these habitual emotional expressions cause wrinkles, grooves and lines over time as the muscles repeatedly contract. Genetics and family history as well as lifestyle habits such as smoking and sun bathing also contribute to this normal age related process.

What are BOTOX® injections?

Botulinum Toxin Type A, the formal scientific name for Botox is a therapeutic neurotoxin used in wrinkle therapy. The injections are done using a tiny micro-needle and a very small amount of Botox toxin that is injected into the specific muscles that commonly cause frown lines and wrinkles.

How do BOTOX® injections work?

The botulinum injections cause the injected muscles to “relax” so that they no longer contract and cause lines and wrinkles to form. Botox® also blocks nerve impulses from the nerve to the tiny facial muscles that are directly related to expression lines. After treatment, the skin overlying the treated area becomes smooth and unwrinkled. The muscles that went untreated contract as usual and leave normal facial expressions unaffected.

How is a BOTOX® treatment done ... is it painful?

Discomfort is very minimal. The injections are very precise using a very small amount of liquid in each specific location. You will be able to drive yourself to and from the treatment and resume normal activities immediately.

FDA Approves Botox® to Treat Chronic Migraines

Injections of Botox Can Relieve Migraine Headache Symptoms for up to 3 Months

Okay, so does all of this make sense to you?

We hope so.

And we hope you've found this report educational and informative. You wouldn't find this kind of straightforward information anywhere else.

Which is why we want to make you a special offer. Although our practice is quite busy, we would like to offer you a chance to come in and talk with our Botox® technician personally.

We would like to buy you a free consultation.

We can discuss your specific situation in detail. An opportunity for us to get together to see if Botox® is really the best option for you (we'll give an honest assessment to the best of our abilities).

And like we explained before in the report, you can just come in and see if you feel comfortable with us and then decide if there should be a next step. There will be absolutely no obligation and no pressure.

Here's what to do now...

Before you put down this report, give BodyLase Skin Spa a call today at (919) 954-2288 and tell us you got the special report and you would like to schedule a complimentary consultation. We'll take care of everything from there.

We've helped a lot of people, just like you, find a better way to get rid of wrinkles without paying for out-dated products that don't work.

And we hope we can do the same for you. But you won't know unless you come in.

So why not spend some time, at our expense, finding out if this is right for you.

We look forward to seeing you soon.

Sincerely,

BodyLase Skin Spa

P.S. Are you still hesitant? Why not call us at 919-954-2288 and we can answer your remaining questions over the phone.

P.P.S. **Stop torturing yourself!** Botox® treatments can get rid of wrinkles, quickly, easily, and almost anywhere on your face. Call today for your free evaluation and consultation.