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USING  
BOTULINUM  
TOXINS  
COSMETICALLY

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# USING BOTULINUM TOXINS COSMETICALLY



# USING BOTULINUM TOXINS COSMETICALLY

A PRACTICAL GUIDE

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# 1

## FOREWORD

At the beginning of the twenty-first century we live longer and more actively. However, while our adult longevity continues to extend, society does not welcome a tired and aged appearance. We wish to continue to look from the outside as young as we feel on the inside. People today view themselves as individuals with such positive attitudes about their ongoing mental and physical wellbeing that they have removed the outmoded ethic of guilt about improving their personal appearance.<sup>1</sup> So called ‘lunch time procedures’ such as cosmetic botulinum neurotoxin injections fit neatly into the lives of individuals trying to balance the ongoing responsibilities of family, friends, and job(s) with at least some time to enhance their own personal wellbeing.

Botulinum toxins, once feared as the world’s most ‘poisonous poison’,<sup>2</sup> are now eagerly sought by the adult public as a way to soften negatively perceived lines of facial expression. Since 1987, when we first used botulinum toxin A (BOTOX) cosmetically,<sup>3,4</sup> we have understood the dramatic benefit that can be achieved by the use of this modality. Now the aesthetic world at large knows that cosmetic botulinum toxin treatment is safe and effective and, importantly, demands no downtime. Injecting physicians are increasingly aware that botulinum toxin treatment is also an adjunct to other aesthetic therapies such as soft tissue augmentation and laser resurfacing.<sup>5</sup>

The main purposes of this book are to discuss practical aspects of common facial and neck neurotoxin treatments and to act as a stimulus to physicians to advance the understanding and use of this important cosmetic modality.

