

Getting the Most Out of Your Treatments

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You thought you knew all you needed to about BOTOX®Cosmetic ... until you Googled it. Now you might be more confused than excited about how the treatments can reduce the signs of aging. It's natural for new (and not-so-new) BOTOX® patients to have a lot of questions. Our step-by-step BOTOX® guide will help you sort out the facts, plan for safe treatment, and get optimal results.

1. Choose Your Provider

This is the most important step in planning your BOTOX treatment. BOTOX®Cosmetic is a prescription drug that any M.D. can obtain. In many states, nurses can also give BOTOX® injections. For safety and the best results, you should always choose an injector who has all of the following qualifications:

- Advanced medical training, preferably board certification in plastic surgery or dermatology
- In-depth knowledge of facial anatomy
- A practice focus on aesthetic procedures
- Proven experience giving BOTOX® injections
- Open, honest communication skills
- Clear concern for your safety and happiness

2. Make Sure BOTOX® is the Right Treatment for You

While practically a household name, BOTOX®Cosmetic is a product with specific effects. BOTOX® yields excellent results for certain wrinkles, but it's not an all-purpose facial rejuvenation method. You'll be happier with your results if you know its advantages and limitations before you invest in BOTOX®:

- **BOTOX®Cosmetic is FDA-approved for treating the glabellar area (frown lines).** It also works well on forehead creases, crows feet, neck bands, or even to treat excessive sweating.
- **BOTOX® is best for treating dynamic wrinkles (frown lines, crows feet, etc.) created by repetitive muscle movement. It works by immobilizing the responsible muscles.** Other treatments, including injectable fillers or even facelift surgery, are usually more effective for sagging skin or static wrinkles resulting from loss of skin elasticity.
- **Results last 3-6 months in most patients.** After that, you will need to repeat treatment. If you are unhappy with your results, you will have to wait approximately this long for its effects to fade.
- **BOTOX® can be used preventatively, but shouldn't replace healthy lifestyle habits** that can also postpone aesthetic effects of aging.

3. Getting the Best Value

While BOTOX® treatment is affordable for most patients, it still requires some financial investment. Be wary of BOTOX® bargains—unfortunately, many deals are in fact too good to be true. Some insider info about BOTOX® dosage will help you make sure you get what you pay for.

CONSUMERS' GUIDE TO EFFECTIVE BOTOX® USE

Know Your Units

BOTOX® Cosmetic is measured in terms of standard "units." The number of units required for each injection site varies depending on your gender, the muscles being treated, and your aesthetic goals. Each injection only affects a very specific muscle.

Prior to injection, your physician reconstitutes BOTOX® with saline to create a solution with a certain ratio of BOTOX® units per mL saline (the approved ratio is 4 units per 0.1 mL). Ultimately, the physician has control over this ratio. This matters because the number of units, not the amount of fluid, injected into each muscle determines your results. Some providers overdilute the product as a way to present a BOTOX® "bargain," while actually giving you fewer units than needed for optimal results.

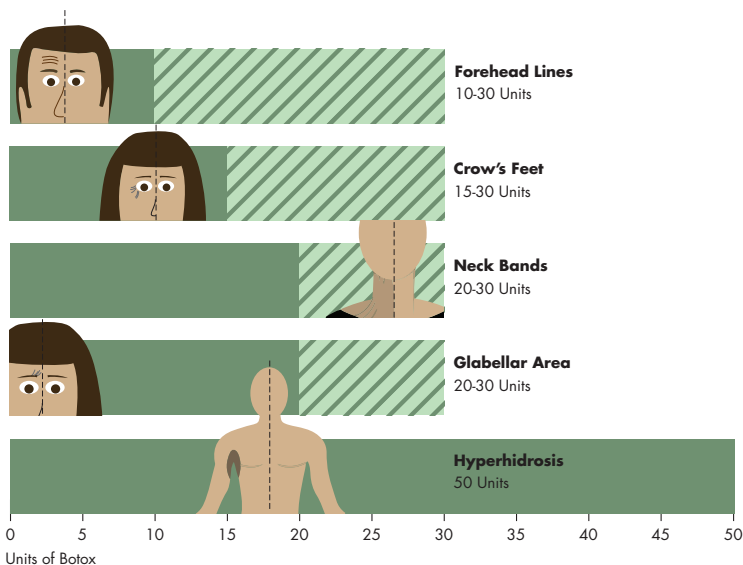
The Smart Approach to BOTOX® on a Budget

- **Consider paying for BOTOX® by the unit**, rather than by the area, to ensure that you only pay for the effective BOTOX® you receive.
- **Don't skimp on the recommended units** or try to ration units across several areas of your face. BOTOX® only yields the desired results when it is injected in the appropriate area in the correct dosage. Extra injections needed to get your desired results will cost you more in the long run.
- **Concentrate on the wrinkles that concern you most.** Real improvement in one area will do more to enhance your appearance than weak results in three.

The chart below will help you visualize the number of units you might need to achieve the results you want. To get a ballpark idea of how much this might cost, multiply the suggested number of units for your treatment area(s) by your provider's per-unit fee (I charge \$18 per unit, for example). This will give you a fairly realistic price estimate.

How Much Botox Will I Need?

Typical Range of Units Per Treatment Area*



*These are suggested ranges for most patients for a specific treatment area. The actual number of units needed for treatment varies per individual and can be determined by an experienced Botox provider.

