

THE ULTIMATE GUIDE TO **BOTOX** TREATMENT



FREYJA
MEDICAL

Everything you need to know to get great
results and stay safe.

Dr James Dean
Dr Keli Thorsteinsson

Copyright © 2019 by Dr James Dean. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

Freyja Medical Clinic
25 Chester Street Wrexham
Wales
United Kingdom
LL13 8BG

First published 2019

First Edition

Introduction

Over ten years ago now, I tentatively entered the field of aesthetics. Back then there wasn't a lot of information about the different treatments available and how they should be done - it all seemed like a bit of a wild frontier!

Thankfully, over time things have changed. The field of aesthetic medicine has become recognised as a speciality in it's own right. More and more research is being done into various cosmetic treatments and advancements and it seems there is something new coming out every week.

Despite all of this, Botox remains top of the list of treatments that are carried out. The problem is, in the UK we are still unregulated in the aesthetic industry, so there are a lot of people performing these treatments who really shouldn't be.

We see those frozen, expressionless faces or Dr Spock-like eyebrows and it gives people the wrong impression of what a good Botox treatment can achieve.

This book is designed to provide you with all the information you need to make an **informed** and **safe** choice if you decide to have a Botox treatment.

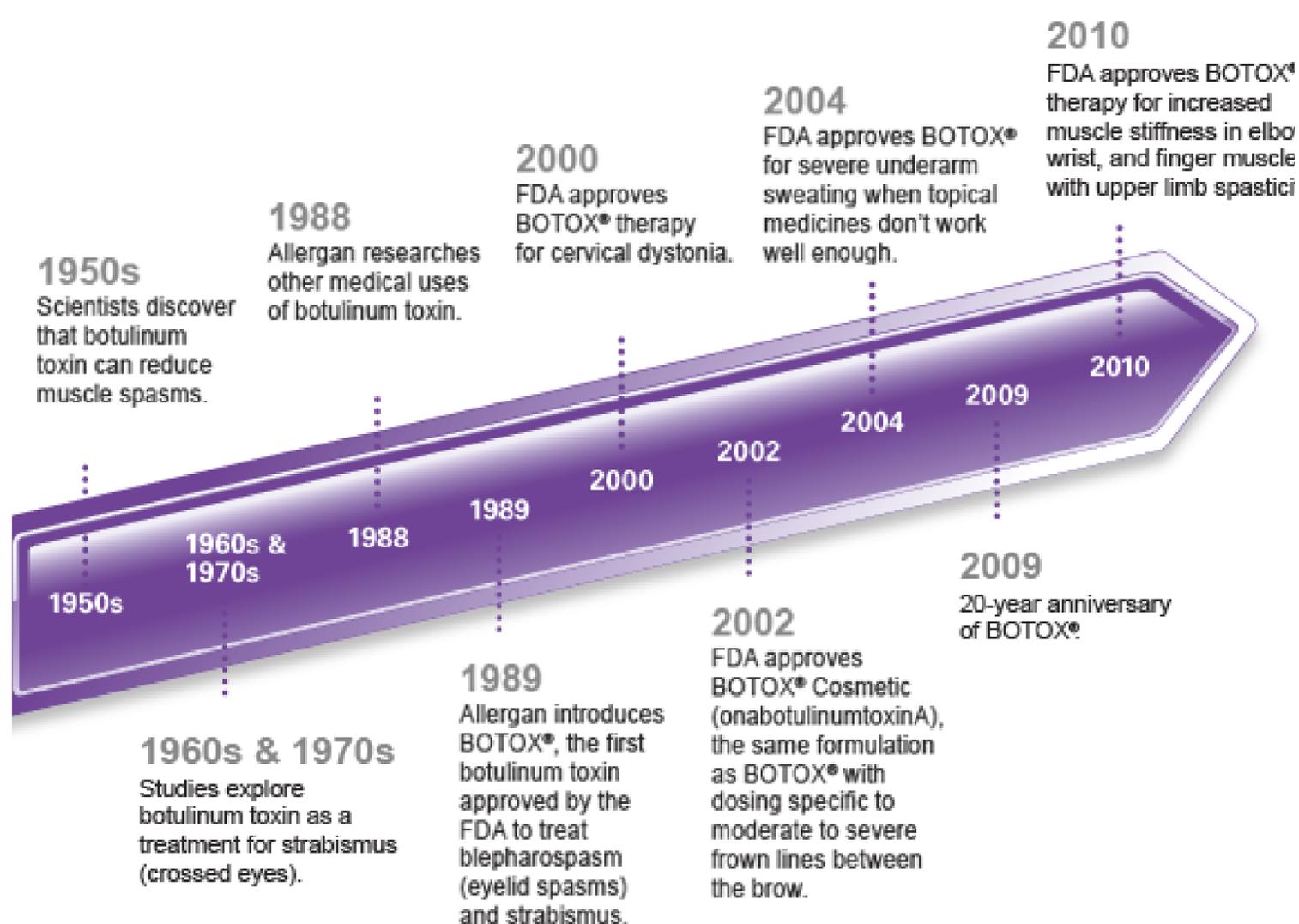
What is Botox?

First of all, let's get to the basics of what Botox is and how it works.

'Botox' itself is a brand name for a botulinum toxin (BTX). In the UK there are a few commercially available BTX brands; Botox, Azzalure and Bocouture. They all make their claims about why one is better than the other, but in reality, I have used all of the different brands and have found no significant difference and can get great results with any of them. I suspect that any differences that people think they have had in effects are probably more due to the practitioner than the toxin! This seems to be backed up by many studies that show there really is very little to choose between the brands when it comes to effects.



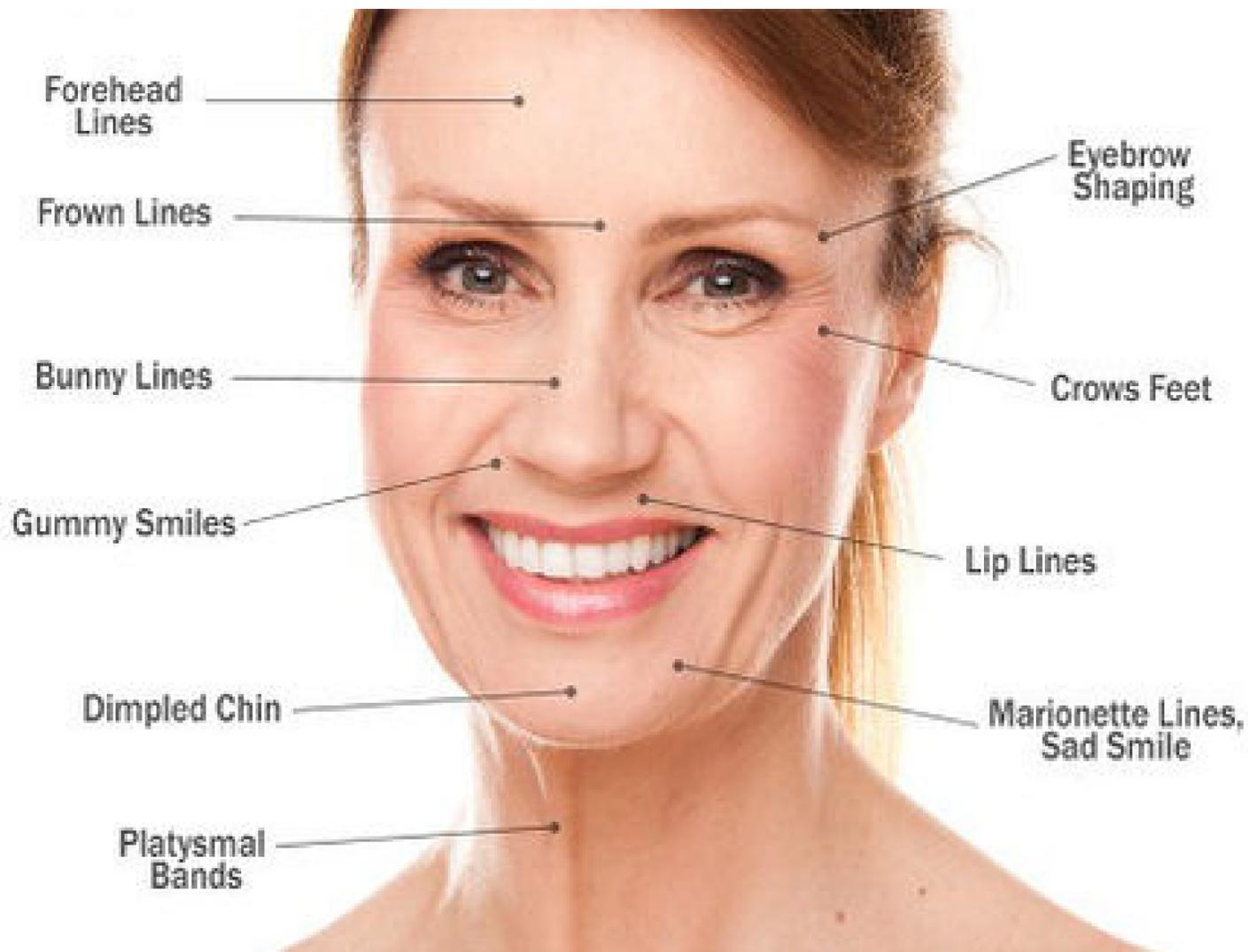
When BTX first arrived in the medical field back in 1980, it was used by Drs Alan Scott (ophthalmologist) and Edward Schantz to treat strabismus (crossed eyes). It wasn't until 1987 when an observant ophthalmologist, Jean Carruthers, found that frown lines disappeared after the use of botulinum toxin A for blepharospasm (twitching eyelid). This revolutionised the way we treat lines and wrinkles and really spawned the whole aesthetic medicine speciality. Prior to this remarkable discovery, the only really effective option was surgical face-lifts.



For decades now we have had the benefit of this safe and effective medication as the most popular and effective tool in our rejuvenation arsenal. Notice I said 'safe' there? Some people do get really worried about this toxin - after all, it does sound scary - it sounds like a poison! The good news is that this drug, when used in safe clinical hands really is tremendously safe. It's probably safer than most of the drugs in your medicine cabinet at home. In the medical sector, BTX has been used for decades for various health issues not related to wrinkles. There it is used in vastly higher doses than would ever be used in cosmetic treatments entirely safely. One of the best features of BTX is that side effects are really rare, and even if there is a problem the effects wear off over time (usually 5-6 weeks) without any lasting harm.

Onto the science of how this great medication works. In basic terms, when BTX is injected into a muscle the toxin binds onto the signalling receptors between the nerve that tells a muscle to contract, and the muscle itself. Once it binds there, it stays put and the body gradually produces new receptors - this is why it wears off after several months. This has the result that the muscle contracts less and therefore softens the active lines. This effectively treats the underlying cause of the wrinkles forming.

Botox - Where to use it



The most common sites to have Botox injections are between the brows where we get lines when we frown, the crow's feet (laughter lines) and the horizontal lines across our forehead that get worse when we raise our eyebrows. Many practitioners stick to these '3 areas' - they are so common that mostly you will see price lists putting these 3 areas down as standard treatments. When you have more experience and skill, however, the toxin can be used in many more interesting and pleasing ways to produce fantastic, but subtle, results.

The Botox can be placed precisely to achieve a brow lift when the eyebrows sit low over the eyes or you need brow shaping.

Smoker's lines around the mouth can be softened if the injector is experienced enough to avoid affecting the muscles involved in smiling.

A downward turn of the corners of the mouth can be corrected with a gentle relaxation of a specific muscle to help with a 'frowning' look.

Even a stringy-looking neck can be improved with Botox by treating those thick cord-like bands that can form arising from the platysma muscle. Treatment here can give us a subtle lift to the lower face as the muscle pulling downwards is relaxed.

This list is by no means exhaustive and you really should discuss things through with your aesthetic practitioner if you want one of these more advanced treatments.

Why does Botox frighten people?

Often, when talking to people, the conversation can come around to Botox. Inevitably there is some comment along the lines of “why would anyone want to have their face Botoxed - it looks awful!”. Even in the clinic, when people come to discuss treatments there can be a reluctance to even consider this as they don't want to look 'frozen'. The sad fact of the matter is that practitioners performing bad Botox treatments have given the whole thing a bad name.



When people think of Botox, they think of the frozen, expressionless faces with emotion and barely any movement. It can be a bizarre look with an entirely smooth forehead and eyebrows arched as if you have had a surprise. There is this impression that this is what Botox does because we have all seen too many people wearing the results of bad Botox technique. They think that this look is the aim of the treatment and, quite rightly, don't want anything to do with that end result.

The thing is, Botox treatments do NOT have to be this way. A good injector has the aim of relaxing and refreshing the lines and wrinkles in a way that is both subtle and effective.

We personalise the injections to the face we are treating and the end result desired. A small treatment in one place can slightly open the eyes making you look more awake, another elsewhere can smooth some lines and subtly shape the eyebrows. We may focus just on relaxing the frown lines (often called 11's) between the eyebrows. Any natural asymmetry of the face can be corrected.

In the hands of a good injector, you certainly won't look 'done' or expressionless, but we would want friends and family to come up to you and tell you how good you look or ask if you have been on holiday!

How to achieve a good result with Botox.

When it comes to Botox treatments, it really is all about knowing exactly what you want and seeing an experienced injector. The end result for different people will vary depending on the look you are going for. You want to appear more awake and less heavy on the brow? A brow lift and gentle glabella treatment is for you. Want to eradicate lines completely? A heavier treatment course over a period of time will be needed. Botox can be done in a huge number of ways - there certainly isn't a 'one size fits all' method, despite what some injectors practice! We can be super subtle with micro-doses to just give a gentle softening while retaining nearly all movement. The options are virtually endless.



The key is a full discussion beforehand in a proper consultation with your practitioner taking into account what you would like, but also what is possible. A good injector will tell you when a treatment will look wrong on your face. You may be concerned about lines on your forehead, but if that muscle is pulling up really heavy lids, then treating it will make you look sleepy once the action of that muscle is reduced.

After your Botox treatment, the practitioner should give you advice on aftercare. There are only a few things you should avoid in the first 24 hours, and they are things that make the face flushed (such as vigorous exercise, alcohol, saunas, etc). These things don't cause harm if you do them after treatment - but if the face becomes flushed, there is a chance that the Botox might be 'flushed' away by the extra blood flowing through the face before it has had chance to bind onto the right receptors to have the desired outcomes. You should also try to keep your head above your heart for the first few hours as well for the same reasons.

The quick answer to the question of 'how to achieve good Botox results' is to find an **experienced injector** that has had many years in the industry and has a good reputation for giving a natural-looking result. Also, make sure that they offer a review a couple of weeks after treatment so that the results can be tweaked if necessary.

What to expect in a Botox treatment

The fear of the unknown can often be a major hurdle in trying out something new, so this section will describe what to expect with this type of treatment.



First of all, we will take it as a given that you have chosen a reputable and proficient medical practitioner to perform your treatment and that you have been through a detailed consultation and medical history as well as a full consent process.

It is our practice to allow people time to think about things in detail and have a 'cooling-off' period after the consultation and the treatment, but some people are really keen and have already thought long and hard so wish to crack on. You should never feel pressured into agreeing to a treatment that you are not 100% happy to go through with, so if you need the time then do take it.

When you are ready to go ahead you are normally sat in a comfortable couch or treatment chair (this really should be in a clinical room as this is a medical procedure after all!). It is quite likely that your practitioner will want to take clinical photographs of you beforehand for comparison later. The area to be treated will need to be cleaned and prepared and then 'marked out' with a make-up pencil. This is when the doctor or nurse examines you to find out the exact points needed to inject. They will likely ask you to pull various expressions to highlight where the muscles are. This is slightly different for everyone -remember - there is no one size fits all.



Once everything has been marked out it's time to inject! There really is no need to 'numb' the area with creams nowadays since we have access to such tiny needles and most people cope with the small pinpricks very well.

A tiny amount of the toxin is injected at each site and before you know it the whole thing is finished. The pencil marks will be cleaned away and your practitioner should then take you again through the aftercare advice. Hopefully, there should be access to written information too as it is easy to forget what is said in a treatment room.

The last stage is booking a follow-up review after a couple of weeks to check that everything has settled nicely and that nothing needs tweaking. The treatment itself will start to kick in after 3 or 4 days and get to its maximum effect after 2 to 3 weeks.

Doesn't sound that scary after all, does it?!

Botox - what can go wrong

Despite Botox being a really safe drug and very unlikely to cause any problems, there can be times when something goes wrong. Even in the hands of a skilled practitioner with years of experience, the risks are minimised but never completely disappear. So let's cover them one at a time.

Bruising or bleeding.

It is an injection so there is a small risk of this. However the needles used nowadays are tiny, barely any bigger than the ones used for acupuncture.

Most people have no problems and, if any bruising does take place, it can usually be covered with a little foundation or cover stick.

Infection.

Again, because a needle is penetrating the skin there is a theoretical risk of this, however, the puncture really is minute and the skin should be cleaned before any treatment.

Headache.

This is a bit of an odd one, but we have noticed that some patients describe a 'headache' or odd sensation when they have their first Botox treatment (or have a very large gap between treatments). This can happen when the forehead area or between the brows is treated. It isn't really a headache as such, but your brain trying to figure out why the muscles are not moving as much as they were. The good news is this usually only happens first time round and usually disappears after a couple of days.

Too much Botox being used.

Over-treatment can lead to that frozen look that none of us aspires to. There is a reduction in the ability of the facial muscles in the treated areas to act in their normal way to show our emotions. Thankfully, most people no longer aspire to this look and a skilled practitioner knows how to avoid it. If it does happen to you then the only cure is time. Gradually the effects will wear off starting after about 6 weeks.

Drooping eyelid or brow.

The risks of this are very small if the practitioner knows their anatomy and knows how to assess the face properly prior to the Botox injections. Inexpert placement of the toxin can lead to an eyelid drooping down (also known as ptosis) that can last for many weeks.

This can be partially reversed by an expert injector with tiny amounts of precisely placed botox or by using a prescription-only eyedrop that can help open the eyelids a bit more.



Whenever you get a Botox treatment your practitioner should tell you to keep upright for a few hours afterwards to reduce the risk of the toxin drifting away from where it was placed which can also cause asymmetry or lid/brow droop. The same goes for having a facial massage or rubbing the area too vigorously for the first few hours!

Despite all of the above possibilities, Botox remains one of the safest treatments that is offered in aesthetics. Side effects are rare and when they do happen they are temporary.

As with most things, if you make sensible choices about who does your treatments you will further reduce the risks of anything untoward happening.

Botox For Men - Brotox!

Did you know that roughly 1 in 10 Botox injections are now performed on men?

There are very good reasons the “Brotox” trend keeps gaining popularity – many men are opting for this treatment because of the effectiveness of its results but also because this cosmetic treatment involves no downtime.

It seems there is a revolution happening in the way that men think about cosmetic procedures for themselves. While many men think that some wrinkles are acceptable, it is when they see changes in themselves that they view as ‘old’ and taking on the appearance of their own father (or grandfather!) that they are prompted to take action. What’s more, the rejuvenating effects often have an extra pay off, boosting self-confidence and providing a youthful edge that can increase odds of success in social and professional situations.



Part of the reason for the increased popularity is their perception in the workplace and greater competition within the job market. Men are seeking any extra edge wherever possible and the experience of many men is that age is a definite disadvantage. The end result is that men have a greater interest in treatments that subtly redress or delay the appearance of signs of ageing.

As it turns out, the most commonly treated area for guys are the frown lines between the eyes, also known as the glabella lines. This is because, in addition to ageing you, they can make it look like you're always miserable or angry about something – not an ideal look under most circumstances!



The benefits of Botox for men are clear – but what do you need to think about before trying this treatment for yourself?

Choose a practitioner who is experienced in treating men.

Men and women have very different facial anatomy structures and require different amounts of Botox and achieve a satisfactory result. There have been plenty of instances where a man's face has been 'feminised' by Botox injections being done by an inexperienced practitioner or whose treatment wears off after a very short amount of time due to poor understanding of treating males.

You will need more Botox than a woman.

As the facial muscles in men are so much more developed and bulky the dosage of Botox needed is likely to be higher than in ladies – this usually means paying a 'man premium' for the cost of your treatment. This varies from clinic to clinic, but a rough guide is to expect to pay about 20% more.

Will people notice I've had Botox?

If Botox is done well, people will not know you've had it done. The goal of Botox treatment is not to look 'done' or 'frozen' but refreshed and younger looking. So if you go to a reputable practitioner who treats men (not just women) then people are much more likely to respond with 'wow, you're looking great, have you been on holiday or been working out?'

You can use Botox for more than just wrinkles.

When people who had migraine headaches used Botox to treat their wrinkles, they told their doctors that their headaches were better. So doctors began to study it as a migraine treatment and found great benefits in the majority of people.

Botox is also approved to reduce excessive sweating in the armpits and can also help with sweaty palms and other areas. Treatments here tend to last about half a year which can make a huge change to anyone that is constantly embarrassed by their sweaty pits!

So as you can see, there are lots of reasons for this new trend in men having Botox treatments. It looks like the trend is only going to carry on going up so it is important to do your research and stay safe by only ever seeing a reputable and safe medical practitioner for any cosmetic treatment you might be considering.

Commonly asked questions about Botox

What does Botox do, exactly?

Botulinum Toxin when injected into a muscle temporarily relaxes it by blocking nerve impulses. As the nerve impulses are blocked the muscle is temporarily unable to contract as much which means that active wrinkles are relaxed. This gives the overlying skin a softer, smoother appearance.

Is it safe?

Botulinum Toxin as a muscle relaxant has an excellent safety record and a long record of use in medicine. It has been used successfully in adults and children huge number of conditions over the last 20 years. It has been used cosmetically to treat facial wrinkles for about 15 years and has become one of the most popular and frequently used cosmetic treatments.

Does it hurt?

Botox injections are relatively painless as the injections are performed using a very fine needle. The needles are so small that there is no need for anaesthetic.

How long will it last?

It can take around 2 weeks to see the full effects after the initial treatment. The cosmetic effects can last up to six months but typically this does range from three to four months. Eventually, without re-treatment, the wrinkles will re-appear.

Will my face look overdone or unnatural?

Botox injection is a technique-sensitive treatment. The procedure will deliver subtle results when you are treated by someone who is licensed, trained, and a medical expert in facial anatomy. So you'll look like yourself—only with less noticeable lines. No one should be able to tell you've had anything done.

Conclusion

So there you have it. If you have read this far you will be much better informed about Botox treatments. This excellent procedure really does make a huge difference to many people. In expert hands you will look and feel refreshed, renewed and ready to face the world!

If this eBook has inspired you to look further into aesthetic treatments you can find lots more information on our [clinic website](#).

Alternatively, it would be lovely to meet you in person at our clinic in [Wrexham, North Wales](#).



FREYJA

MEDICAL

www.FreyjaMedical.com
01978 799 688

Facebook: @FreyjaMedical
Twitter: @FreyjaMedical

Wrexham & Nantwich