12 Things You Need to Know About Botox & Aesthetics

A Free eBook Provided By:
The Aesthetic Center

Learn more by visiting www.ECOF.com or by calling (239) 267-2288.
Copyright © 2011. Eye Centers of Florida. All Rights Reserved.
# Table of Contents

1: What is Botox and How Does it Work? 3  
2: Why Should I Consider Botox? 4  
3: Will I Still Be Able to Make Facial Expressions? 5  
4: How Quickly Does Botox Work? 6  
5: Is Botox Painful? 7  
6: How will Botox Affect My Skin? 8  
7: How Long Will Botox Last? 9  
8: How to Improve the Appearance of Your Skin 10  
9: Comparing Skin Rejuvenation Techniques 12  
10: What is Latisse and How Does it Work? 13  
11: Real Users Discuss Their Latisse Results 14  
12: EPI - Light Hair Removal 15
1: What is Botox and How Does it Work?

Botox (BOTOX® Cosmetic onabotulinumtoxin A) is a prescription medicine used to reduce wrinkles. It’s derived from a protein produced by bacteria. In high concentrations, this protein can be toxic - you may have heard of the Botulinum toxin, which is how “Botox” got its name. Fortunately, over 20 years ago, scientists found that small, diluted amounts of Botox could be safely administered without toxic effects.

Botox works by blocking communication between your nerve endings and muscles, thus reducing muscle contractions. Fewer muscle contractions means your wrinkles will relax, soften and smooth out.

Because Botox works with your muscles, it is especially effective on wrinkles caused by repeated movement of muscles. These so-called “dynamic” wrinkles include:

- Frown lines between the eyebrows
- Crow’s feet
- Horizontal forehead lines

Dynamic wrinkles are very common. Your wrinkles may have been caused by years of squinting, frowning or even concentrating. And, if you live in Florida, the effects have probably been exaggerated by your exposure to the sun.

Botox has become popular because it’s really good at reducing these types of wrinkles – even when they’re moderate to severe.

As you age, your wrinkles will continue to increase in number and deepen in the skin. They can make you look angry, tired or sad – even when you’re not feeling that way. If you, like most people, want to look your best, it’s time to consider getting a Botox treatment. It’s safe, effective and easy!

If you have questions during the course of this eBook, call (239) 267-2288 or visit the Aesthetic Center, a division of Eye Centers of Florida, to learn more about Botox and other fillers like Restylane® and Juvéderm XC.
Botox is incredibly safe

Botox has been studied by scientists for over a hundred years. In the United States, the FDA first approved Botox to treat muscle spasms in 1989. Thirteen years later, after clinical trials, the FDA also cleared Botox for use in cosmetic procedures. You may not realize that Botox went through even more formal testing and is now being used to treat all kinds of problems – like abnormal neck pain, severe underarm sweating, and migraines.

With an impressive record of more than 20 years of documented safety, Botox has been approved in approximately 80 countries around the world. Over 2,000 clinical research papers meticulously document the safety of Botox.

Botox is seriously effective

The results speak for themselves. Botox is the most frequently performed cosmetic procedure by Dermatologists and Plastic Surgeons. Over 11 million people have tried Botox. In fact, Botox is the number one most popular cosmetic treatment.

The results are real. The difference is noticeable. It’s not surprising that so many people are opting for Botox... because it’s effective.

Botox is faster, easier and cheaper than invasive surgery

Put simply, Botox is the practical choice for most people.

Surgery is painful.
With Botox, pain is minimal and brief.

Surgery requires recovery time — time off work or away from your family.
Botox can be administered in minutes.

Surgery requires a big financial commitment – you might have to sacrifice other big ticket items, like vacations or home renovations.
Botox easily fits into your budget – without the sacrifice.
3: Will I Still Be Able to Make Facial Expressions?

If you are imagining that you will have a great “Poker Face” for Las Vegas after your Botox treatment, think again!

There’s no reason to worry about losing your facial expressions after Botox. You will have visible results – like fewer creases or deep lines. But your expressions won’t be radically different. You can still frown, smile or look surprised. It’s just that the lines on your face won’t look so severe while you do!

One of the big benefits of Botox is getting a noticeable improvement without looking like you’ve “had work done.” It’s not so extreme that people won’t recognize you or think that you look unusual or strange.

You can trust a licensed professional at The Eye Centers of Florida to administer the correct amount of Botox in the appropriate places, so you don’t appear stiff or unemotional.

Consider for a moment the hundreds – if not thousands – of actresses in Hollywood who have regular Botox treatments and still entertain us with their dynamic, expressive performances!

If you were holding back on Botox because of the fear of losing the ability to convey your emotions, take comfort. Your friends, family and acquaintances will still enjoy the full range of your facial expressions after Botox.

Ready to look in the mirror and see a gorgeous new smile without the wrinkles? Contact the Aesthetic Center today!

Learn more by visiting www.ECOF.com or by calling (239) 267-2288.
Copyright © 2011. Eye Centers of Florida. All Rights Reserved.
4: How Quickly Does Botox Work?

For most people, Botox works pretty quickly.

If it’s your first time getting Botox, you might think the effect is immediate. This is just an optical illusion caused by the plumping effect of the injection. In fact, any type of fluid injection – even plain saline – into your body will affect the nerve endings.

The first “true” results will be noticeable within 24 to 48 hours – when you’ll see a softening of wrinkles. Why does Botox need a couple days to start working?

Botox freezes your muscles by stopping the release of acetylcholine. It takes awhile for your body to “use up” the acetylcholine that’s already circulating. After that, the magic of Botox becomes clear!

Men with thicker skin and stronger muscles may take a few more days to see the first results. Everyone is different, so the time frame for your results can vary.

Shallow wrinkles – like the forehead or frown lines – are usually the first areas you will notice a significant improvement. You will start to feel a little tightness in the skin. When you try to make exaggerated facial gestures, you will notice the effect in the areas of the face that were treated.

In one to two weeks, you will notice the maximum effect of Botox on even the deepest wrinkles.

The good news is: Botox is still working for you! While the short-term effects are excellent, there are still more benefits on the way.

Long-term results can occur months after your treatment. When you’re no longer creasing your skin, folding the wrinkle lines back into your face, your body starts repairing itself. Your wrinkles will literally begin to fade as creases smooth out over time.
5: Is Botox Painful?

The minor discomfort of a Botox injection is minimal and brief.

Prior to your treatment, your skin can be numbed with a cold pack or topical anesthetic cream. These easy, simple pain-relievers can be used both prior to and just after your Botox injection.

But some Botox veterans will tell you – it’s so easy, they don’t need any pain relief at all!

The discomfort will vary from person to person… and can also vary depending on the area of the face being treated. Many people find that treatment on the forehead and the crow’s feet area around the eyes is the easiest… in some cases, the injection is barely perceptible.

Botox is injected with a superfine, 31 gauge needle – that’s even smaller than a needle for a TB test or diabetes injection.

The entire process can take as little as 10 minutes.

Most Botox newbies are surprised by how painless it is.

People who have already had Botox treatments report that the feeling is similar to a mosquito bite or a pin prick. The pain is comparable to – or less than – a threading or waxing treatment.

At Eye Centers of Florida, we also have the most conscientious and experienced injectors to make your Botox experience as easy as possible. In our comfortable, peaceful environment, you can relax and enjoy a nearly pain-free treatment.

Did you know that the Aesthetic Center at Eye Centers of Florida offers complimentary skin care analysis consultations? [Need directions]?
6: How will Botox Affect My Skin?

Botox does an amazing job of smoothing and softening wrinkles. Depending on the areas injected, you may notice additional beautifying effects. Botox:

- Helps shape and correct tired, pensive, or angry eyebrows
- Treats the droopy area around your mouth
- Tightens the falling nasal tip
- Gives a more desirable contour to the neck area

Though it’s not the direct benefit (of reducing wrinkles), Botox may also reduce the size of your surface pores. The skin around the treated area will begin to look uniform and flawless.

Many people notice that their skin has a new glow and radiance.

Anyone can benefit. No matter what your skin type or ethnicity – you can be successfully treated with Botox. Because Botox is injected into the underlying muscle, your skin’s color and texture won’t be affected.

In combination with a nutritious diet, rigorous sunscreen application, and consistent moisturizing, Botox is the key to unlocking your most beautiful skin ever. Why be content with sad, saggy skin?
7: How Long Will Botox Last?

10 Keys to Your Personal Botox Results

The results from Botox last anywhere between 2-6 months; the average result lasts about 3-4 months. Why does Botox eventually stop working? Your body makes new neurotransmitters all the time, so the “blocking” effect of Botox gradually wears off as these chemicals start circulating in your body again. The muscles are no longer inhibited.

What influences how long your Botox results will last?

1. **Your personal metabolism.** Your unique body chemistry will process Botox on its own timeframe – for most people, the effect lasts 3-4 months.
2. **The size and depth of your wrinkles.** People with fine lines may enjoy Botox longer than those with thick scowls or bulky muscles.
3. **Your activity level.** “Gym rats” who do cardio exercise more than 5 times a week may notice that Botox wears off more quickly.
4. **The quality of the Botox.** Botox is sensitive to heat, excessive agitation, and time. Supplies must be kept fresh and refrigerated. The Eye Centers of Florida always maintains absolute care in keeping Botox stored properly for maximum effectiveness.
5. **The area being treated.** Results in the forehead and between the eyebrows typically last the longest.
6. **Your facial expressions.** Some patients are lucky and “forget” to use their facial muscles even after the effects of Botox begin to wear off. Their results will last longer than those who are extremely animated with their facial expressions.
7. **The skill and accuracy of the injector.** Botox works right where it’s injected. The best injectors target your muscles with accuracy and place injections perfectly for maximum benefit. They know exactly how much to use. They know how to space the injections. And they know your facial anatomy!
8. **The amount of Botox injected.** There’s no one-size-fits-all standard recipe for Botox. Your treatment should be tailored to your muscles’ specific level of activity, strength and bulk. Larger muscles require more Botox.
9. **Other factors.** Some people will experience a shorter Botox benefit if they are ill, under stress or perform intense physical activity.
10. **How often you have Botox treatments.** The more frequently you have Botox injections, the longer the effect will last between sessions! Some doctors have reported repeat clients who can go up to a year between injections.

How do you know your Botox needs refreshing? You’ll start to notice a return of muscle movement and a deepening of the wrinkles. At this point, it’s best to return to the Aesthetic Center at Eye Centers of Florida for another treatment - as in Tip #10, your results will continue to improve the more often you’re treated.
You may not realize that, in addition to Botox, there are many options for improving the look and feel of your skin. Most of these treatments can be used in conjunction with Botox – giving you even more dramatic results. What are some of the latest and greatest innovations in skin care?

**Aluma Skin Renewal**
Aluma is a revolutionary wrinkle treatment that uses radio waves to deliver heat to the underlying layers of your skin without damaging the surface. This special type of heat stimulates your cells to produce new collagen and “plumps” existing collagen in your skin.

Because collagen, the key ingredient to younger-looking skin, can be improved in any area of your body, some patients use Aluma on the neck, abdomen, knees or arms, in addition to their facial treatments.

The procedure is easy. First, the Aluma device will be placed on the area of skin that’s being treated. Your skin is gently drawn into the tip of the handpiece by a vacuum effect. From this position, the radio waves can penetrate the correct layer of skin for maximum effectiveness.

**Gentlewaves**
Gentle Waves is a technology that uses a cascading array of over 2,000 pulsating lights (LED’s) to reverse aging effects on the skin. It’s the first and only LED device to be approved for cosmetic improvement of aging or sun-damaged skin.

Gentle Waves is great for busy people. The entire treatment takes less than 5 minutes, and you can immediately return to your normal routine without redness or peeling. There is no pain, side effects or down time.
because there’s absolutely no injury to the surface of the skin. Part of the reason Gentle Waves is so fast is because large areas can be treated at the same time – like your entire face or chest.

Here’s how it works. Gentle Waves slows collagen breakdown and also builds up new collagen in the skin. This newly-produced collagen will stay around longer, maintaining your skin’s new, youthful appearance. Gentle Waves not only improves the look of fine lines and wrinkles, but is also useful for reducing redness, hyperpigmentation, brown spots, freckles and acne. Patients have reported positive changes in skin texture and the size of their pores… as well as the overall smoothness of their skin.

**Vibradermabrasion**

Vibradermabrasion is a new, grit-free form of microdermabrasion that comfortably improves skin tone and texture. It’s great for treating fine lines and wrinkles, age spots, sun damage, uneven pigmentation, adult, and hormonal acne. But its benefits aren’t limited to the face; any part of the body can benefit from the exfoliation produced by vibradermabrasion.

The technique works by removing the dead skin cells with very minimal trauma to the underlying skin. It also stimulates your cells to increase their metabolism – thus producing more new skin cells.

Unlike regular microdermabrasion, most people find the treatment incredibly relaxing. Good Morning Chicago referred to the technique as “Yoga for the Skin”. The vibrating paddles used to treat the skin are comfortable, but effective. You will enjoy a rosy glow, clean pores, and improved skin texture almost immediately.
9: Comparing Skin Rejuvenation Techniques

**Results**

*Aluma* – noticeable improvement within 1 month; continuous improvement for several months after treatment

*Gentle Waves* – on average, improvements are visible after 3 weeks; progressive improvement continues with additional treatments

*Vibradermabrasion* – results will be noticeable after the first treatment

**FDA Approval and Clinical Studies**

*Aluma* – approved by the FDA in 2005; a clinical study showed 85% of patients showing improvement in at least one category of skin enhancement

*Gentle Waves* – approved by the FDA in 2005; a clinical study showed 94% of patients exhibiting significant, measurable improvement in severe wrinkles

*Vibradermabrasion* – a clinical study showed over 70% of patients with mild sun damage experiencing improvement in skin tone and texture after 6 weeks

**Level of Pain**

*Aluma* – virtually painless, minimal discomfort

*Gentle Waves* – no discomfort

*Vibradermabrasion* – very minimal or no discomfort

**Length of Treatment**

*Aluma* – usually 15 minutes, varies with the size of the area being treated

*Gentle Waves* – less than 5 minutes

*Vibradermabrasion* – 2 minutes per treatment area

**Treatment Schedule**

*Aluma* – 6 treatments in initial series; maintenance of 1 treatment every six months

*Gentle Waves* - 8 treatments in initial series, on average; maintenance treatments at 3-6 month intervals

*Vibradermabrasion* - 6 treatments in initial series; maintenance treatments every 4-6 weeks. Your skin care specialist may modify these treatment schedules based on your individual needs and skin profile.

**Works in Conjunction with Botox (or Other Skin Rejuvenation Services)**

*Aluma* – Yes

*Gentle Waves* – Yes

*Vibradermabrasion* – Yes
10: What is Latisse and How Does it Work?

Latisse is an FDA-approved prescription treatment to grow eyelashes. Clinical studies showed Latisse to be safe and effective, and it's been approved for use since 2008. Since that time, over 2 million bottles of Latisse have been sold. Patients in clinical trials saw significant improvement in their eyelashes in 2 months. The most common side effects – experienced by only 4% of the participants – were eye redness or itching.

Latisse works by affecting the growth cycle of the eyelash hair. First, it increases the length of time that eyelashes grow. Then, it also increases the number of eyelash hairs that are in the “growth” phase at any given time.

The combination of a longer growth time and more eyelashes in a “growing phase” means that your eyelashes will look fuller, longer and darker.

If you stop using Latisse, your eyelashes will probably return to their previous appearance over the course of several weeks or months.

**To Use Latisse:** Every night, after removing your makeup, mascara and contact lenses, you will apply one drop of Latisse to your eyelid with the sterile applicator. You'll place the solution close to the lashes. Blot any excess and throw away the applicator. The Eye Centers of Florida specialists will teach you this process so that you can be sure to apply Latisse properly.

Want thicker, fuller eyelashes? Call the Aesthetic Center at (239) 267-2288.
11: Real Users Discuss Their Latisse Results

Brooke Shields, a celebrity spokesperson for Latisse, said “I thought I’d be a good candidate for Latisse... simply because over the years I’ve just been ripping off my false eyelashes while on Broadway. And Allergan approached me and said ‘this is a product, it works, it's FDA approved,’ and my interest just piqued!” The results of her Latisse treatment were dramatically successful and helped to convince others that it really works.

Claire Danes also became a Latisse spokesperson after trying the product. “The more I learned about Latisse, the more impressed I was,” said Claire. “I’ve never used a product that actually affected real physical change. If you want proof, just look at the before and after photos.”

Other real users have shared their experiences using Latisse:

“My eyelashes grew so long! They were touching my glasses, I could feel them when I blinked and I could actually look up and see them!” – Susan

“I have been using Latisse for over a year now and love it!! People ask me if I am wearing false eye lashes!” – Sherry

“I had my doubts, but since it was buy one get one free I tried it out. I must say with in ONE week I could tell the difference. It has now been two months and I have LONG DARK eyelashes!! I had very short lashes before.” – Meg

If you want to enjoy the same dramatic eyelash enhancements that both celebrities and real people are enjoying, contact the Aesthetic Center online or call (239) 267-2288 today.
12: EPI – Light Hair Removal

The technology behind this hair removal system was first discovered by patients with problematic blood vessels. They noticed their hair was not growing back in the areas that had been treated with a pulsing light technology. After additional research, the Epi-Light device was based on similar technology, but was designed specifically to target unwanted hair.

Epi-Light is more comfortable than waxing, electrolysis, and lasers. It’s also a cost-effective solution to hair removal – because it’s permanent! After just 4-6 treatments, you won’t need to worry about hair removal ever again.

Epi-Light Hair Removal can be used on virtually any area of the body, including eyebrows, upper lip, chin/cheeks, shoulders/back, chest, arms, fingers, belly, bikini line, legs, feet and toes.

Epi-Light outperforms electrolysis (an alternate hair removal technique) on several points. Epi-Light treatment is:

• Quicker,
• Less painful
• More effective (a 50% reduction in hair after just 2 treatments, as opposed to 20% with electrolysis)
• Has fewer side effects, especially in patients with darker skin

Imagine never having to shave, tweeze or wax again!

In addition to permanent hair removal, Botox, and Latisse, the Aesthetic Center offers additional skin rejuvenation services such as chemical peels and Active FX & Deep FX Fractional Technology.