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Non-surgical cosmetics market set to reach \$62-million in revenues over next three years

Canadians are increasingly opting for non-surgical treatments as a way of minimizing the tread marks of time. While invasive or "cutting" facelifts are on the decline, a report by Ontario-based Millennium Research Group shows the non-surgical facial aesthetics market — referring to injectables such as Botox, Juvederm and

BOTOX BOOM

Restylane — was worth \$40.7-million in 2006, representing growth of nearly 18% over 2005 and 29% over 2004. The sector is projected to reach revenues of \$62.6-million in the next three years.

Dr. Fred Weksberg, medical director of the Centre for Cosmetic Dermatology in Toronto, says changing attitudes mean cosmetic dermatology is less likely to be construed today as "having work done." "When people say the word 'work' now, they're usually implying cutting," Dr. Weksberg said. *CanWest News Service*