

BEYOND CELEBRITY

Botox Appeals to the Masses.

by David J. Widmann

"I'm very happy with it, and that's the most important thing," says 49-year-old Renee Schachter. About a year ago, she became one of a growing number of Botox advocates. "When some of my friends started to do it I saw results, and I really liked what I was seeing. In the beginning, I just did the area between my eyebrows. The last time I did it, I also did the horizontal lines up my forehead."

Ms. Schachter is part of a trend that has taken the word "Botox" out of the celebrity gossip pages and into everyday language.

"Botox is the number one cosmetic procedure in North America," says Dr. Fred Weksberg, cosmetic dermatologist at Toronto's Centre for

Cosmetic Dermatology. "A lot of people look at celebrities and emulate them in many ways, but I think Botox stands on its own merits. It's an excellent treatment."

So what is it about Botox that has so appealed to the general public? "It's easy to do," cosmetic plastic surgeon Dr. Trevor Born says. Dr. Born has been administering Botox at 199 Avenue Road in Toronto since 1997, and has seen business increase rapidly in the last three years. "It takes only a couple of minutes and there's no downtime with it. It's almost an immediate result in the first three to five days and it lasts three to four months. When something is that effective, people adapt to it very quickly."

"It's been so successful that individuals will flock to it," says Dr. Weksberg. "If it's important to them, they will do it. We have a lot of individuals who I would not consider wealthy, but still come to have Botox done."

Satisfied patients have been the biggest boost in the popularity of Botox.

"I think that it's a great treatment," Ms. Schachter says. "I have encouraged my mother and my sister to do it, and they both have."

"My patient base is still increasing," Dr. Weksberg says. "I don't see it decreasing at this point. I still think it's going to increase for quite a long time."

