

50Plus

COVER FEATURE

AGING WELL – GUARANTEED

WELL DONE

Looking great is almost as valuable as feeling great. Here's how to look – and stay looking – your best after 50 | by **Barbara Righton**

MEN VS. WOMEN:

who's got the aging edge?

- * 10 super health foods
- * Looking hot after 50

The good news? As Dr. Weksburg says, "Science and technology are doing a lot to help people stay young. And I consider 50 young today. Generally, baby boomers and their older counterparts are coping with the years much better."

Along with sleep, get plenty of fresh air. Walk the dog. Putter in the garden. Bicycle. Swim. Be happy. And if none of the above is working to your satisfaction, see a cosmetic dermatologist. Their pro-

cedures are not as dramatic as the major facelifts done by cosmetic surgeons but include laser resurfacing of the skin and removing unwanted hair on women's faces and guys' backs. Of course, like cosmetic surgery, these aren't covered by health plans, so they can be hard on the pocketbook. Still, Toronto cosmetic dermatologist Dr. Fred Weksburg says some people believe looking better is worth the price and can make most anyone under the age of 60 look as if she has been on an extended holiday.

The number one cosmetic procedure in North America today is the injection of a diluted form of the protein botulinum toxin Type A, known as Botox, into deep frown lines to paralyze the muscles that make us look haggard and crotchety. According to a *Newsweek* magazine cover story published last spring, more than 1.6 million cosmetic Botox procedures were performed last year in

the United States alone. Typically, Weksburg uses Botox on the upper half of the face and collagen on the lower. Ballpark costs: \$400 for frown lines, \$300 to \$600 to obscure lines around the mouth, and a total face procedure for \$3,000 to \$6,000. Botox injections, which have to be repeated every few months, may still be considered cheap when compared to the cost of a facelift – \$10,000 to \$20,000. (See "The Botox Bandwagon," page 52.)

Naturally, if you decide to investigate any form of cosmetic surgery, says Weksburg, you can expect to get what you pay for.