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It's National Botox Cosmetic Day: How the
Injectable Has Shaped the Industry Over
the Past 19 Years



We'll take any opportunity to celebrate the wrinkle-reducing power of Botox Cosmetic, but National Botox Cosmetic Day—which happens to be today!—is cause for some extra celebration. Here, top aesthetic doctors recount how the injectable has shaped the industry over the past 19 years.

People's Choice

"Botox, the queen of all cosmetic neuromodulators, has become a common household name over the years and is the magic potion that has gained the illustrious reputation of erasing wrinkles and turning back the aging clock with just a few quick, well-placed office injections," recounts Dr. Honet of her experience with the neurotoxin. "It is much like Kleenex of the tissue world. When anyone mentions the word Botox, the image of a syringe filled with wrinkle-erasing liquid power is pleasantly and lovingly conjured up.

Thanks to its easy availability in all sectors and markets, Botox has become a popular entry-level aesthetic treatment with minimal risk, maximal benefit and little-to-no downtime. It has become quite ubiquitous such that it is an accepted way of life for all ages, all genders, and all economic sectors. It also carries with it the advantage of nearly instant gratification, which is intimately aligned with today's social media. The value of trying it on and seeing if it's a good fit is priceless. However, not surprisingly, once my patients dip their toes in the swirling waters of Botox treatments, they never turn back.

Fortunately, it is no longer taboo to get Botox injections. It is even viewed fondly and enthusiastically, and carries with it very little judgement from others. Botox

has become so popular and so welcomed in our contemporary world that it has opened the door to increased awareness, better acceptance, and improved accessibility for all aesthetic treatments on a very global scale." —*Bloomfield Hills, MI dermatologist Linda C. Honet, MD*

Do-it-All Dose

"Botox has single handedly transformed the aesthetic space over the years. Through a straightforward, extraordinarily effective, no-downtime treatment for lines and wrinkles at virtually any age, it wins hands down over any other treatment. Over the years it has been shown to have a multitude of beneficial effects such as relief from muscular spasm and hyperhidrosis, and there are many new benefits on the horizon." —*Santa Monica, CA dermatologist Ava Shamban, MD*

Gold Standard

"Some 19 years ago, Botox Cosmetic hit the cosmetic market with treatments that are extremely safe, mostly painless and highly effective. Botox Cosmetic made it suddenly easy and essentially risk-free to try beauty-enhancing cosmetic treatments. The resistance threshold to trying cosmetic treatments was instantly lowered, which vastly increased the number of individuals who now enjoy cosmetic treatments." —*Dover, OH facial plastic surgeon David Hartman, MD*

The Trailblazer

"I feel there have been few, if any, procedures during my time as a dermatologist that have been as significant as Botox. Often when a procedure is FDA-approved, it only fits a small segment of the population, has several side effects, or is quickly overtaken by something far superior. This has not been the case with Botox. The advantages lie not just as a benefit for the practitioner, but equally or more-so for the patient. It is a very quick procedure that requires no anesthesia, no downtime, minimal side effects, and the results are apparent within days—it is a cosmetic procedure like few others, and that's why it is still the most popular cosmetic procedure that we perform today.

Botox is versatile and can be combined with other cosmetic procedures not only to rejuvenate you, but also to enhance your beauty and prevent signs of aging, which is why so many patients are starting at a younger age, especially millennials. When done by a board-certified dermatologist who is skilled in the procedure, the results are incredibly natural and can reverse aging or stave off early signs of wrinkles, like crow's feet and frown lines.

Botox has literally changed the face of aging. Today it is safely used to treat more areas of the face than when it was first FDA-approved to keep us looking younger and beautiful." —*Miami dermatologist Annie Gonzalez, MD*

Trend-Setting Treatment

“Since I started using Botox in the late nineties, I have seen a massive surge in the number of people interested in treatments. Botox is so easy to have done and with no downtime, it increases access to beauty treatments to a huge number of people,” says Dr. Horn. “Once people see how much of a difference the treatments can make, they are more receptive to other beauty treatments. Botox has also brought a younger generation into the aesthetic arena who are far too young for facelifts or more invasive procedures, but who want to avail themselves of preventative treatments, aka ‘prejuvenation.’ When this younger generation spends money for Botox, it has also encouraged them to take better care of their skin in general and engage in positive habits like wearing sunblock, using proper skin care and not smoking.” —Chicago plastic surgeon Michael Horn, MD

Second-Skin Results

“I started using Botox off-label to reduce wrinkles long before it was called Botox Cosmetic,” says Dr. Waldorf, who participated in the satellite media launch of Botox Cosmetic and its 10-year anniversary. “When Botox entered the market, it changed the way we looked at noninvasive rejuvenation. It was the first so-called ‘lunchtime’ procedure—a quick procedure without pain or downtime but with a significant cosmetic result.

While initially we were all excited to be able to immobilize the wrinkle-producing muscles, over the last twenty-plus years, we’ve learned how to finesse treatments for more subtle, natural results—and based on studies and in-office

experience, we've seen how it has helped patients to age better." —*Nanuet, NY dermatologist Heidi Waldorf, MD*

First and Last

"Since 2002, we have seen Botox Cosmetic change the way women are aging dramatically. It has made everyone look years younger and has become one of our most powerful tools to keep looking great," says Dr. Papantoniou. "50 no longer looks like 50 anymore, and this is in large part due to Botox Cosmetic.

More women than ever are using Botox, and more and more of them are starting earlier. It has become such a common practice that it has lost its 'taboo' quality. Botox Cosmetic is absolutely the top-requested procedure in my practice, and is often the first cosmetic treatment women will try." —*Melville, NY dermatologist Kally Papantoniou, MD*

To celebrate the iconic injectable, Botox Cosmetic is offering a very special one-day deal for both new and loyal users. Today only, when you buy a \$50 Botox Cosmetic gift card, you'll receive a complimentary \$50 Botox Cosmetic gift card (a \$100 value, while supplies last). To redeem your offer, join Allē, Allergan Aesthetics' new loyalty program, which is required to participate in redeeming and purchasing the offer.

In addition to this two-for-one deal, the brand is continuing the celebration all week long by offering Allē members double points on Botox Cosmetic treatments received from November 15 to November 21. Points earned can be used toward future treatments. Happy Botox Cosmetic Day!

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