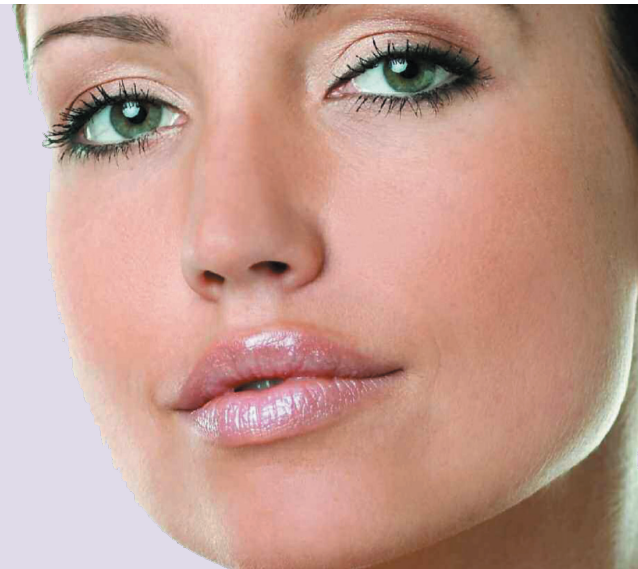




DERMACARE™
Laser & Skin Care Clinics®
of Tri-Cities

The Most Trusted Name in Skin Care™



IS BOTOX® RIGHT FOR ME?

By Sidney B. Smith, MD, FAAD

Everywhere you turn, you see another TV commercial or print ad for Botox®. You are inundated hearing about all the stars and politicians using Botox®. Have you ever wondered if Botox® was right for you?

Millions of Americans and millions of others around the world have had the same thought: is Botox® right for me? The resounding answer for many has been, YES! It is the number one most common cosmetic procedure in the United States.

What does Botox® do? Botox® reduces, and even eliminates in some, the dynamic wrinkles caused by muscle movement. How? The medication causes the muscles to relax, which causes the wrinkles to diminish. How long does it last? The effects of Botox® last on average between 3-6 months. Does it work immediately? You will see the effects of your treatment over a few days with the maximal effect occurring within the first two weeks. Does it hurt and will I need to miss work? Granted everyone's pain threshold is different, but the discomfort, if any, associated with Botox® injections if administered correctly is negligible. Part of the beauty of this procedure is that there is no downtime. You can walk into the office and walk out a few minutes later with no evidence of any treatments.

In my clinical practice at Dermacare, I judge all procedures and products on these basic principles, which is one of our slogans: Safety, Value, & Results.

SAFETY Botox® has been used on millions of patients since the 1980's for medical conditions (i.e. excessive sweating, muscle spasms, headaches, etc). BOTOX® Cosmestic is FDA approved for use between the eyebrows, but it is safely used daily in many other facial areas (i.e. crow's feet, forehead, eyebrows, nose, mouth, etc) by experienced physicians.

Always know the credentials of who is doing your injections. Is he or she a Board Certified Dermatologist, Board Certified physician in some

other cosmetic specialty (i.e. plastic surgery), or just some provider out to make a quick buck from a weekend course? Experience and training of your injector is important to avoid unwanted effects. It is vitally important to only use BOTOX® Cosmetic instead of something else. Don't be afraid to ask to see the bottle.

VALUE Fortunately for the Tri-Cities area, BOTOX® Cosmetic is relatively inexpensive compared to California and New York. Some clinics do offer special discounts and coupons, yet it is still costly. Cost is an important element to consider in your Botox® experience, but much more important is having it done right by a highly trained specialist in order to avoid potential problems.

RESULTS Will you look plastic without any facial expression? Of course not! The results from BOTOX® Cosmetic are undeniable. You look great, refreshed, and potentially even younger. The overwhelming majority of patients that have Botox® done, love it, recommend it to friends, and get it again in the future.

I invite you for a free consultation at Dermacare Laser and Skin Care Clinics of Tri-Cities to Experience the Dermacare Difference!

For further information about BOTOX® Cosmetic see the following websites:

www.botoxcosmetic.com
www.dermacare.com/tricities.

Dr. Sidney B. Smith, a Board Certified Dermatologist, owns Dermacare of Tri-Cities and is the Corporate Medical Director and Chair of the Dermacare Corporate Medical Board of Directors. Dermacare is an international laser and aesthetic skin care company. Additionally, he is a fellow of the American Academy of Dermatology, a member of the American Society of Cosmetic Dermatology and Aesthetic Surgery, and a lifetime member of Alpha Omega Alpha (medical honor society).