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**Botox: A Hit In The Cosmetic World**

**By Robert Thatcher**

Who would have thought that something that is supposedly poisonous could have so many people clamoring for it?

Skepticism proven wrong

When botox hit the market, many were skeptical on the effects of these newly developed chemical. A protein complex made from a bacterium called clostridium botulinum, many feared that the chemical will have the same effect on the skin as it has on the body. For those who do not yet know, botox come from the same toxin that can cause food poisoning in humans.

It turned out to be quite effective and a huge huge success especially in the cosmetic surgery business. It is also being used to relieve pain in muscle areas of people who have has chronic pains. Its is actually so effective that people who were normally confined to their homes because of the pain now live normal lives.

Popular alternative

Since botox inhibits the release of acetylcholine, a chemical responsible for the contraction of muscles in various parts of the body, it is primarily used to clear out wrinkles and frown lines in the face through injection in the areas of concern. The effect of the drug can last for several months. Only small amounts of the toxin are however used for these cosmetic procedures. Too much use of the toxin can produce disastrous side effects.

In 2001 alone, almost 1.6 million Americans have had botox injections in different areas of their bodies. This is a significant increase from 2000's figures. In fact, botox injections are even more popular than the immensely popular breast enhancement and breast augmentation procedures.

Botox parties

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The procedure has become so popular in fact that people even organize parties and social events just for the occasion of injecting botox. This is actually part of the marketing campaign that has gained botox injections so many followers. Women (and men) who regularly inject botox for maintenance get together in small gatherings and simultaneously inject botox. Outsiders especially those who have not yet tried the drugs but are interested can join the party.

### Abuse and overuse

One of the growing concerns in the industry is the potential abuse of the drug. Although botox is basically a prescription drug, there are unqualified people who are distributing the medicine. And because the drug must be injected again and again to maintain its effect, there is also the danger of the drug being overused or for people to over-apply thinking that it will lengthen the effect of the drug.

Injecting too much botox or accidentally injecting it on the wrong area can cause droopy eyelid muscles, a condition called ptosis. This could last for several weeks. Other side effects that botox have

are headaches, respiratory infections, flu-like symptoms and even nausea. Some people will also experience pain on the area where the botox was applied as well as redness and swelling. There will also be some muscle weakness around the area where the botox was applied.

### Contraindications

Although botox is available to all people, there are some who are allergic to the toxin. So it is best that one consults a physician first before applying the drug. Although there has never been any studies or research on the effect of botox on pregnant women and on nursing women, medical people err on the safe side and just prohibit the drug.

Robert Thatcher is a freelance publisher based in Cupertino, California. He publishes articles and reports in various ezines and provides botox resources on

<http://www.justbotox.info>

## **Botox – What Is It?**

### **By Bronia Campbell**

Botox is an injectable substance that is a medical grade form of the botulinum toxin A, also called botox botulism. It is a medical protein that is injected into the muscles of the face to minimize the appearance of furrows and lines.

Although the words botox and botox botulism sound frightening there is really nothing to worry about. The fact is that nobody has been harmed by botox or even had an allergic reaction to it. A lethal

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injection would consist of 2,500 – 3,000 units! Cerebral palsy sufferers are given doses of botox as high as 1,000 units routinely to help them with the associated muscle spasms. As the average dose for cosmetic reasons is 75 units, it is extremely safe.

When botox is used for cosmetic purposes the toxin is purified, diluted and then injected into the facial muscles. The toxin blocks the nerve impulses that control the movement of muscles by restricting the patients ability to contract them. A smoothing effect is seen almost immediately and it continues to improve over the next few days. The results last from three to six months after which most patients gradually return to their former state.

The immobilising properties that make botox sound bad, are the ones that make it incredible!

The main questions people ask is "will botox make my face look frozen?", "how will I look?" and "will others detect my little secret?". One of the biggest misconceptions is that botox will eliminate all facial expressions. If it is done properly using an artistic eye, the proper technique and conservatively, the patient should look like a more rejuvenated and refreshed version of themselves.

Botox Uses – Crow's feet – Frown lines – Brow lines – Low back pain – Excessive sweating (hyperhidrosis) – Migraine headaches – Muscle spasticity from cerebral palsy, stroke, or – multiple sclerosis – Neck spasms – Vocal cord spasm – Facial spasms

Overall botox treatments are very safe and effective.

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Bronia is a researcher and writer for

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a user guide to

microdermabrasion, stretch mark removal and treatment, botox, chemical and skin peels, acne treatment and all non surgical cosmetic procedures.



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