



THE MANY FACES OF BOTOX®

NEW APPLICATIONS FOR FACIAL REJUVENATION

Dr. Bruce M. Freedman, Medical Director of Plastic Surgery Associates of Northern Virginia, offers a wide variety of techniques and procedures for facial rejuvenation. These include fillers, Botox®, laser treatments and a full line of skin care products. They can be used alone or in conjunction with facelifts, browlifts and eyelid surgery. Dr. Freedman is a board certified plastic surgeon with over 25 years of medical experience. In addition to his clinical practice, Dr. Freedman lectures nationally and has numerous publications on facial cosmetic procedures. For more information about Dr. Freedman visit www.DrBruceFreedman.com or call his office at 703.790.5700.

Botox® (Botulinum Toxin A) received FDA approval for the treatment of frown or worry lines between the eyes. However, the use of Botox® in facial rejuvenation has been expanded to include treatment of crow's feet, forehead wrinkles and even fine lines around the lip. Some clinicians have theorized that treating these wrinkles before they become severe can be preventative due to the focal muscular atrophy that results from continued Botox use. Recently, Botox® has even been used to decrease the dimpling on women's chins that occur due to age. Another interesting application has been for the treatment of 'gummy smiles'. When properly administered Botox® prevents excess upper lip elevation — thereby creating a more natural smile.

Botox®: A New Application to Soften the Appearance of a Broad Jaw Line

Patients often complain of heaviness to their lower face as they age. Part of what they are seeing is skin laxity and descent of facial fat causing a 'jowly' appearance. Another part of this heaviness effect, however, is an enlargement and squaring of the angle of the jaw. With time, many people develop an enlargement of their masseter muscle. This is the main muscle responsible for chewing. Botox® can weaken the masseter muscle giving a softer angle at the jaw and a less square jaw. Patients generally notice softening of the masseter muscle at one week and a noticeable reduction in the angular jaw line at 6-8 weeks. Some researchers have noted long lasting changes to the jaw line after 2-3 treatments.

Many Asian women are genetically predisposed to a strong angular jaw line. Softening the angular appearance gives a more oval and gentle shape to their faces. Throughout the world, Botox® injections have been shown to be a safe and effective way of accomplishing this goal. Another potential benefit of this treatment is less night-time teeth grinding (bruxism) as a result of the weaker masseter muscle. Many patients stop grinding after two or three sessions of Botox® injections into the masseter muscle. The procedure is quick, relatively painless, and requires no downtime.

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