



Words Dr Nestor and Editor-in-chief Andrew Brewster



MEN. BOTOX. WHY? WHY NOT?

It's time to discuss that taboo subject of men and Botox. The number of men receiving Botox injections has sky rocketed exponentially. 10% of the Cosmetic Medical market is made up of men, compared to 2% only 5 years ago. That's millions of male clients around the world all looking to improve their appearance in a natural, healthy way.

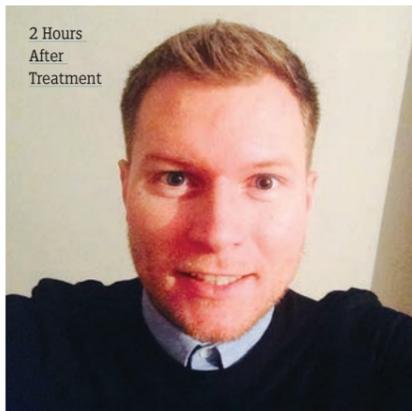
A recent survey found that the two main reasons men sought treatments was to appear youthful and less stressed in the work place for career progression and to attract a partner.

Men are often deterred from treatments such as Botox, dermal fillers or skin care as they are viewed as 'cosmetic' or vain. Well lads, this couldn't be further from the truth. Terms like 'metrosexual' or 'uber-sexual' have been thrown about. At the end of the day, we all want to look good and take pride in our appearance. Our aim should always be to look like us, but a healthier, more chiseled version and if the odd procedure can help us achieve that, well, as the headline suggests, why not?

Men's faces age differently to our female counterparts and our treatments should reflect this. Lines ingrained in our foreheads and around the eyes can be distinguishing, however softened give us a less tired appearance. This can be achieved with Botox.

Volume loss from our cheeks can make us look gaunt and unhealthy. Naturally filling this deficit can give a more healthy, chiselled appearance. Aesthetic treatments do not solely revolve around Botox and dermal fillers, they revolve around you and your concerns.

Botox is a word kicked about quite flippantly. What is it? What does it do? Who can administer it? Who is it for? First, some facts and a touch of history. Botox is the brand name of a drug made from botulinum toxin. Several companies make a version of this drug. They vary on how long they



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last, how far they spread, what kind of results they give and their cost. I'm not saying one is better than the other, I'm just saying, strictly speaking there is only one Botox, which is made by a company called Allergan. It's like saying "hoover" and referring to all vacuum cleaners. They're not all the same. Ask Dyson. Botox has been used medically for just over 60 years. Interestingly, it is the most researched drug on the world...ever! So it's safe (in the right hands and when used correctly of course).

Now that that is cleared up, what does it do and how does it do it? Let's touch on a bit of anatomy. The brain sends branches of nerves to muscles which in turn send a signal to make that muscle work. Botulinum toxin stops this signal from jumping from the nerve to the muscle. As a result no movement.

Botox has been used cosmetically for 26 years. It has been used on and off label in the upper third of the face for getting rid of our "angry scowl", "crow's feet", forehead lines and in the most recent years has been used in the lower half of the face for "gummy smile" and "orange peel chin". Wherever used, the reason is the same... to stop or weaken movement. If we can reduce how much the muscle moves, then we can reduce how much the skin over it will wrinkle. See where I'm going with this? No more wrinkles! If we start taking the wrinkles away we start to look that bit fresher and more youthful.

Just ask BarberNV's Editor, Andrew Brewster. Andrew, like so many, was wary of having procedures for fear of ending up looking like some of those in the public eye who have taken it a step (or twenty) too far. We won't mention any names...

That's not what it's about. You should simply look like you, but on a good day!

He was also worried about what his football loving mates would think but let me tell you, there are more than your fair share of footballers out there now who are no stranger to a spot of Botox or, as we know, a hair transplant.

So, Andrew decided to go for it, beginning with Botox.

The result? "I'm actually really happy with how it looks. I feel fresher and a bit more like my old self. Nestor has helped eliminate some of the consequences of late nights in the office putting together BarberNV features and my partying days.

"Nobody has looked at me in shock! The only comments I've had have been 'you're looking good mate'. Must be doing something right as that's rare amongst my pals, I can tell you!"

So, happy with the results, Andrew is now ready to embrace more procedures in the name of BarberNV, with fillers and a possible hair transplant on the cards. Well, if it's good enough for Wayne Rooney...

While the demand from male clients for cosmetic procedures is set to increase, it's important if you're considering incorporating these into your barber Shop or workplace that you know the facts.

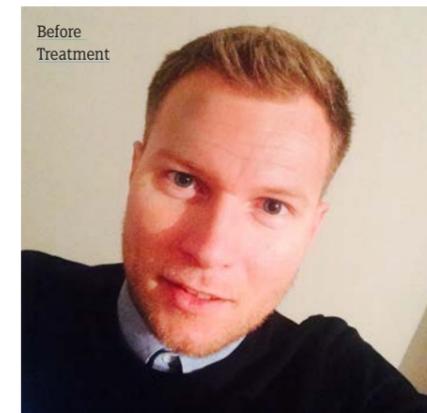
Who can prescribe and administer Botox? Botox and all such drugs are prescription only medications. This means that only a doctor, nurse prescriber or dentist can assess a patient and prescribe it. Not only are they the only ones who can prescribe it, but they are the only ones that have access to it. If it's not coming from them, it's not the real deal.

Who is it for? There isn't really an age restriction on when to get treatment, but if we

understand why we are using it, then we can appreciate at what age it's acceptable to start. If our aim is to soften the stubborn lines that have become engrained in our skin from repetitive movement (static lines), then wrinkle relaxing treatments should really start in our late 20s, early 30s. I'm not saying it has to start then, but this is an acceptable time. There is no good reason to start treatment before these static lines appear. Unfortunately we live a country where the weather is miserable and the sun is something we only read about in holiday brochures, so many flock to sun-beds. Sun-beds speed up our skins ageing process and I have seen static lines in girls as young as 19. Not good. Wrinkle relaxing treatments will last 3-5 months, and to sustain the result, will require to be done again and again and again. The later you start the longer you will need to get it for to

achieve your desired result.

Botox and dermal fillers shouldn't be abused. Our end goal shouldn't be "plastic fantastic". It's about looking good, looking great. NATURALLY great. As humans, we are gifted with emotion and facial expression of these emotions, whether we're laughing, smiling, engaged in conversation or just annoyed. As a cosmetic doctor, and I'm sure most of my colleagues will agree, our aim is to airbrush out the lines that come from years of facial movement, restore some youthful volume in areas that have lost it, improve the quality of your skin, and all around, get you to look like you, on your best day. It's when practitioner and patient lose the path of a natural result and aim for unrealistic "20 years younger" that we end up with horrifying results.



If you have a question for Dr Nestor about wrinkle relaxing treatments, dermal fillers, skin health, how to responsibly provide treatments by a Doctor, Nurse or dentist in your place of work, or anything else in Cosmetic Medicine send him an e-mail at contact@salonnv.co.uk

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