

Smileworks Report February 2014:

LEARN THE SECRET OF LONGER LASTING BOTOX FROM THE PROFESSIONALS HERE AT SMILEWORKS



Smileworks treat dozens of you with Botox each month to remove wrinkles and create beautiful, fresh faces. Many of our patients report that Smileworks Botox lasts longer and you often ask us - *'what's the secret?'*.

So just for you, and to celebrate Smileworks almost having treated her 1000th patient, I am going to give away the secret to longer lasting Botox.

There is no one secret. Instead there are a number of factors to consider. If you follow these simple rules, you can optimise the Botox process and ensure longer lasting results.

This article is divided into two parts. Things *we* do and things *you* can do. We work very hard here at Smileworks to give your Botox the best possible chance of lasting longer. The rest is up to you.

Things We do

Botox is a brand name for a chemical called *Botulinum Type A*. It comes from Bacteria and is so strong that American supplier Allergan needed less than 1 gram of the toxin to satisfy all of their orders. Ever. There are other brands of the same toxin out there such as BoCouture and Xeomin. For simplicity I will refer to 'Botox' loosely and meaning any one of a multitude of different brands. Each brand has its own unique selling point that the pharma companies use to persuade us to buy.

Let us talk briefly about cars. If you live on a farm (or on the Wirral) you need a 4x4. If you live in the middle of nowhere you need a reliable car that always starts in the winter. If you are a smart business man you need a flashy car to impress. It is the same with Botulinum. There is 4x4 Landrover Botulinum for the farm, Toyota Botulinum that for reliability and Bentley Botulinum to impress. Some brands are labeled as super-purified and some have a higher content of toxin than others so are more powerful. The way Botox can be mixed means you can even have Precise Botox and broad-brush Botox. Here at Smileworks we tested the main brands (on ourselves and our team) and have come up with a simple way of ensuring that we choose the right product and that it is given the best chance of success.

The longevity of the toxin's duration is a fine balance of choosing the right product and then using it in just the right way. People want very different things from their Botox treatment and our super-talented professionals will choose the right combination of product and technique just for you. Longevity can also depend on how the product is shipped to you and how it is stored and prepared. At Smileworks we understand that the toxins must be stored very carefully and that they must be moved and mixed in a special way to ensure maximum duration.

Injection Technique

There are so many factors influencing how the product is injected and this is why it is vitally important to choose a supplier who knows Botox inside out. You also need to choose a supplier who knows faces inside out. Literally. Here at Smileworks we understand the various depths, areas and techniques to get the product right where we need it every time without fail. If you are not getting the right amount of time from your product you need to ask yourself, is my practitioner an expert or an amateur?

Dilution and preparation

Various suppliers of Botox ship their product to us in different ways. Did you know that Allergan Botox comes in a tiny vial with the product freeze-dried to the inside of the vial in an invisible film? So it looks empty when we get it! We then mix it with saline for injection in a special way to maximize the results. The Merz version, BoCouture comes in a fine powder and requires its own special mixing technique.

At Smileworks we have so many Botox patients that pharmacies give us big discounts on our Botox products. This is the reason we are able to offer you such low prices and you need to be careful when sizing up a Botox provider who is not part of a larger company. If they are offering your three areas for anything less than around £200 then they are working for free. Because people want to make money, you need to be sure that you are getting as much product as you think you are.

After all, one of the reasons your Botox is not lasting could be that you are not being given enough. When you leave Smileworks we will give you your consent form to take home which will detail which product has been used and where. More is not always better and there may be lots of reasons why different people get different amounts. If you are obsessed with how many units of Botox you have been given then this is going to start alarm bells ringing for us – and possibly make us think you do not have a healthy attitude towards Botox. More on that later.

Because of the high cost of Botox and relatively small amount of profit a practitioner can make from each treatment, we are seeing increasing numbers of practitioners (usually the smaller ones) relying on offers from pharmaceutical companies. The pharma companies will offer products that are not selling for a reduced price. This is dangerous for those who are not very comfortable with units, mixing and dosage because each product can behave in a different way. Some patients come to us with horror stories that can be explained by a practitioner changing to a new product because of a deal and not realizing the vital differences. Ask your practitioner what product they use and how the units are calculated. Ask them about the protein levels in their various toxin products and how these affect the duration of action and metabolism. You might be surprised by their knowledge – or lack of it!

Dosage

So how much Botox do you need? Does everyone need the same amount? Is there a difference in men and women? What about the patients age, their lifestyle and whether they have had treatment before? Do these factors matter? The answer is yes. Yes they do. If your practitioner is not exploring all of these factors with you at the consultation then it is likely you are not getting bang for your buck. In addition does your practitioner understand the ratios of protein in each product and how the toxin is stabilized within complexing proteins? Because this makes different products take different amounts of time to start working.

Here at Smileworks we use our expertise to determine these factors and figure out the right dose for you. Did you also know that Botox is a two stage process? One appointment for the initial injections and then a review to perfect the treatment and adjust the dose depending on how your individual body has reacted to the toxin. So if you are not getting a review – or god forbid – are being asked to pay more money for your review, then you are unlikely to be getting the best service. At Smileworks we book your review two weeks after your initial treatment and it's free. *Obvs.*

Minimising complications

It has been said that the more you know about facial aesthetics the more concerned you become about complications. The safest providers are those with the best training, the most up to date continuing learning and the most experience. Does your practitioner understand about adverse outcomes? Are they taking care to clean your face and their working areas to free them of bacteria? Are they using a number of syringes to minimize bruising? Are they demonstrating different injection techniques for different parts of the face? Different doses for each area? If the answer is yes then you are likely to be safe and find that your Botox works for longer.

Things You can do

So that was a basic explanation of how hard we work to make sure your Botox is given the best start. Now it is up to you to help it work for as long as possible. We are pretty liberal at Smileworks and are not here to tell you how to live. You are beautiful individuals and that is why you are here. If you want to smoke and use the sunbeds then you understand the risks and we are cool with that. However, we are under a duty to tell you about the risks. The choices you make are an essential part of ensuring your product works for longer. We are skincare specialists and Dentists here and it is the same story with skincare. If you go out in the sun your fancy skincare regime is just firefighting. Likewise if you do not brush your teeth then the your lovely cosmetic dental work might not last for long. But at the end of the day that is up to you – not us.

Sunscreen

Powerful radiation from the sun causes the Botox protein to become unstable or be completely destroyed. If you are using sunbeds or going on holiday without using sun protection then your toxin will last *significantly* less time. Did you also know that radiation can still damage your Botox when it is cloudy? You should be wearing factor 50 protection every day come rain or shine. Radiation from the sun or sunbeds is one of the most important things affecting how long your Botox lasts. At Smileworks your customized Botox aftercare instructions give you the information you need to look after your beautiful face once you leave our office.

Daily activities

There are a whole host of other factors in your control that increase the amount of time your toxin works for. If you are a gym lover then this is absolutely great. However, frequent and hard exercising also helps your body break down the toxin proteins and will make your product last for less time. Hard gym also means lots of crazy facial expressions and *gurning*. This can reduce the length of time your Botox works for. Every time you pull a strained face you are knocking days off the result.

A healthy attitude towards Botox

How many times a day do you look at your face and check your wrinkles? Are you obsessed with Botox? Are you *willing it to wear off*? Each time you try and frown and each time you fight against the Botox, your body will be degrading the product. Also your Toxin starts wearing off as soon as it is injected. If you are psychologically obsessing over your face and the treated areas then you are likely to discover tiny imperfections and start obsessing over these and becoming unhappy with your treatment.

When you have a haircut your hair starts growing as soon as you leave the salon. You may not notice at first that it is getting longer and more untidy. This is normal. Do you return to the salon after a month and ask why your haircut has not lasted? Botox toxin works in much the same way, it gradually wears off and the process reverses. If your attitude to Botox is a negative one then you are going to acutely perceive each stage of it wearing off and focus on these negative factors. Ask yourself, is my attitude to Botox a healthy one or an unhealthy one?

We take issues such as body dysmorphism very seriously here and although we are not psychiatrists, we have been trained to spot the warning signs. We want to help you first and foremost and will usually approach such issues with maximum tact and diplomacy. But from our own experience of using Botox, it certainly is something that tends to focus the mind on tiny differences in your face that you were simply not aware of before treatment.

Remember that Botox is not the most important thing in the world. It is the confidence and empowerment of looking and feeling great that you are interested in, not counting down the days until your eyebrows start getting their feeble mojo back after two months of peripheral neurotransmitter dysfunction. So *chill out* – and stop putting your features under the microscope. We find that the patients who trust us (and understand just how much effort and time we invest into making your product last) find it easier to live in harmony with their Botox.

At Smileworks Botox results are guaranteed. This means that we will usually be sympathetic to our patients who have let their treatment get a little too high on their life-agenda. So if things are not what you expected, you must come and talk it over with us. We will have seen many people experiencing similar things and may have gone through them ourselves while testing out the various treatments on our own faces. Advice is free and you may find you get stern words from us on your relationship with Botox and with those trying to help you.

Smoking

Nicotine is a chemical which interferes with neurotransmitters called *acetylcholine*. Botox is a chemical which interferes with neurotransmitters called *acetylcholine*. Both toxins act on the same chemical. So you will probably not be surprised when we tell you that smoking can affect the lifespan of your Botox. So anything with nicotine in it, electronic cigarettes, inhalers and patches interfere with the longevity of your toxin. Avoid them if you want to make your treatment last for as long as possible. And for that matter, your life. Each time you take a puff, you are knocking days off your treatment.

Myths

Let us now bust a few Botulinum myths. You do not need to do eyebrow exercises. There is a small amount of clinical evidence suggesting this can influence the amount of time your toxin works for – but we have never seen any evidence of it here. Go away and exercise your face all you want if it makes you feel good. Be careful though, there *is good clinical evidence* to suggest that massage of the face can cause the product to disperse into places it's not meant to go. We work hard to make sure the product is in the best place. So try to keep it there by relaxing and avoiding the gym and very hot water for a few days after treatment.

Botox resistance is also a myth. There are an incredibly small number of people who are resistant to the toxin but you are very unlikely to be one of them. If you are resistant then your Botox will simply not work. If this is the case then you can take your money back and we will think of other ways to get rid of those wrinkles.

You cannot build up a tolerance to Botox like you can with alcohol or Caffeine. There is clinical evidence that antibodies are created to fight against the *complexing proteins* in the Botox matrix. We think this is where people are getting their knickers in a twist about Botox resistance.

The Centre of Disease Control on the US have recently been looking into Botulinum antitoxins to combat the lethality of Botox infection. So far no luck. So if you think you are resistant then you are not only going to get your money back but should probably think about donating your extremely rare biostatistical data to the CDC to use in their groundbreaking efforts against the 'sausage poison' type of Botox, the most lethal toxin known to science - one gram of which is enough to supply the world's aesthetic needs.

Botox Hacks

So we have almost finished with the ways that you can choose a safe and effective Botox provider to make sure that your product lasts for the right amount of time. We have also given you some optional ways that you can improve the longevity of your product once you leave the practitioner and go about your routine. But are there any other *Botox hacks* to help decrease wrinkles and fine lines to cause a deeper and more profound look.

Here at Smileworks you get a chemical peel with your Botox. These are not cheap – usually retailing at about £50 in the salons and practices in Liverpool. In fact you can pay up to £600 for a chemical peel like the Obagi Blue Peel that we offer right here at Smileworks. The free peel helps refresh your skin and minimize those tiny imperfections that you will most likely start to notice after Botox Treatment. The chemicals break up the top layers of skin and cause them to painlessly and almost imperceptibly shed off over a period of a few days after treatment.

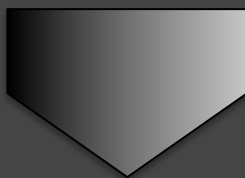
We use the chemical peels because they make your skin look brighter and more youthful and help the Botox create the perfect look. We also offer a package of unlimited peels for the duration of your Botox treatment because if one peel is good then four or six will make a noticeable and long-lasting improvement to your skin.

We also urge that you start using a prescription strength skincare regime – like Obagi NuDerm – to help your skin look better and produce a better overall impact.

On the negative side, if you do not look after your skin then you are not looking after your Botox. Patients often compare the effects of their Botox to the people working here at Smileworks. This is an unfair comparison when you think that we work tirelessly using almost every resource available to us to improve our skin and give our Botox the best chance.

If you want to take things to the next stage and have skin like MJ's skin then you are in the right place and can ask us about it during your Botox consultation. We love skin at Smileworks because we love our patients – and having great skin is the best way to look and feel great every day.

**TAKE A LOOK AT OUR BOTOX INFOGRAPHIC
FOR A SUPER EASY TO FOLLOW GUIDE TO
LOOKING AFTER YOUR BOTOX**



INFOGRAPHIC

BOTOX CHECKLIST

YOU SAY SMILEWORKS BOTOX LASTS LONGER - HERE'S WHY

WHAT WE DO



THE RIGHT BRAND

Do you know what you are getting?



PROPERLY INJECTED

How many syringes? clean and tidy practice? Protocols followed



IN THE RIGHT HANDS

Reputable company, qualifications and experience



THE RIGHT DOSE

How much and why? Different amounts in different areas?



PROPERLY PREPARED

Paperwork, consultation, explanation, test knowledge



MINIMISE COMPLICATIONS

What are the complications? How likely are they? Will it work for me?

TANNING AND SUNBEDS



NEVER EVER

SMOKING AND NICOTINE



OBSESSING ABOUT TREATMENT



TRY TO AVOID

HARD, DAILY EXERCISE



ENJOYING BEING BEAUTIFUL



WORK HARD AT

YOUR SKINCARE REGIME



CONTACT SMILEWORKS

If you would like to join the beautiful ranks of Smileworks patients then please call our First Officer on

0151 236 5166

and he will be delighted to make you an appointment with MJ for Botox or any of the other wonderful medical aesthetic treatments that we have here at Smileworks. Alternatively email ed@sexydentistry.com or take a look at our website here: www.sexydentistry.com



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SMILEWORKS CAPTAIN

MJ spent a whole load of years at the University of Manchester studying Biomedical Sciences and then Dentistry before completing her Diploma of Membership of the Joint Dental Faculties at the Royal College of Surgeons and Diploma of Membership of the Faculty of Dental Surgery of the Royal College of Physicians and Surgeons of Glasgow. She has undertaken a certification course in Implantology and is now studying for a Masters in Endodontology. Her favourite areas are Orthodontics and of course Facial Aesthetics. MJ has so many letters after her name she has to pay extra when we get the Smileworks business cards printed.

MJ spends her spare time talking to cats. She has the world's ugliest hairless felines and is completely at ease with how wrinkly they both are.



ED CHALLINOR

LLB LLM BARRISTER (GRAY'S INN)
SMILEWORKS FIRST OFFICER

Ed Graduated in Law from the University of Exeter in 2003 and went on to complete an LL.M Masters Degree in Commercial Law for which he received the highest mark awarded by the Nottingham Law School. He breezed his Bar Finals the following year and was published Barrister in 2006. He has many years commercial experience working in the City of London and left his job to become an entrepreneur. Ed handles the business end of Smileworks making sure you get the best products at the best prices.

Ed spends most of his spare time searching for celebrity faces in his food.