

THE BOTOX REVOLUTION

IN ANCIENT MYTHOLOGY, NARCISSUS IS AN EXCEPTIONALLY BEAUTIFUL YOUNG MAN WHO FALLS IN LOVE WITH A REFLECTION IN A POOL, NOT REALISING IT IS HIS OWN. HE IS DESTINED TO DIE BECAUSE HE CANNOT TEAR HIMSELF AWAY. IT IS A CAUTIONARY TALE ABOUT THE DOWNSIDE OF VANITY AND SELF-ADMIRATION.

GAMBLE BHB/ALX



What it also points to is the importance we place on our sense of self.

Not everyone wants to be a model or a superstar, but many people have issues about how they look. It can affect relationships, happiness, job prospects, in fact, how they engage with the world.

We are fortunate that since the late 20th century, medical advances mean that low cost, relatively non-invasive options exist to alter how we look and, by extension, how we feel.

One of the more popular and successful is Botox.

If there is a cautionary tale for the 21st century, it is to be wary of what is being offered and by whom.

I was living in London where I developed a noticeable vein that appeared overnight on my eyelid. None of the doctors or cosmetic surgeons I saw could do anything for me. I assumed it was a life sentence.

I had reason to return to Melbourne, and remembered a procedure I had many years earlier. I decided to look up Greg Goodman.

Assoc. Professor Goodman treated my problem by placing a mole contact lens in my eye and then performing laser treatment on my upper eyelid. There was no pain, very little swelling, and a big question: why couldn't I have found this in London?

Since then I have routinely attended The Dermatology Institute of Victoria where Professor Goodman operates. Mostly it is to have Botox treatments. I admit to being vain, but judging by my fellow travelers I'm part of a generation that cares about how we look and feel.

Typically, Botox costs around \$300 - \$500 and lasts about four months. About the same as a good haircut. Fillers cost anywhere from \$200 - \$3,000, but should last for up to 18 months.

The most important thing is to discuss your needs and your budget with a reputable medical service that specialises in Botox treatments.

I don't like playing with my health, so what appeals to me is that Professor Goodman has been a practising dermatologist for more than 20 years. His areas of speciality include skin cancers, Mohs micrographic surgery, lasers in dermatology, cosmetic dermatology and the treatment of acne and post-acne scarring.

He is Chief of Surgery at the Skin and Cancer Foundation, a national trainer for numerous temporary dermal fillers, and a member of several international editorial boards and advisory committees. Professor Goodman has published extensively on acne and post-acne scarring and the use of botulinum toxin and lasers.

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