

THROWING A BOTOX BASH

Dermatology & Laser Center banks beauty for later use

BY WARREN COBB
COMMUNITY EDITOR

With over four million injections performed in 2007, Botox is the number one cosmetic procedure performed worldwide. Botox can be used all over the face to combat wrinkles, a telltale sign of aging. Often combined with other procedures such as dermal fillers, Botox is still a winning ticket, even in these tough economic times.

And to help out their clients, Dr. Todd Schlesinger and Dermatology & Laser Center of Charleston recently held a Botox Bash, allowing clients to purchase units of the treatment at a lower rate than usual, and to "bank" extra units for later use.

Ginger Greene, practice administrator at Dermatology and Laser, says many people fell uplifted literally and figuratively after the

procedure. "It can restore your youth," she says. "If people can't feel good about the world and these trying times, at least they can feel better about themselves."

Greene says they have a Botox Bash about every three months. Derm. and Laser's clientele is about 25 percent male, 75 percent female. An average Botox Bash at Schlesinger's office sees 35-40 people. Their youngest client is 24, the oldest is over 65.

Dr. Schlesinger says he has seen an increase in non-invasive procedures with people who still want to maintain their looks and combat the signs of aging and sun damage, but might be hesitant to seek more advanced surgical treatment due to finances or fear of surgery.

"Sometimes, I like to use the analogy of Botox as 'baby steps,'" Schlesinger says. "It is often the



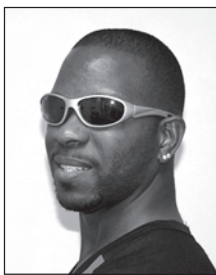
Charleston resident David Simmons is a regular client of Derm. And Laser. He makes no bones about why he gets Botox treatment. He says it makes him feel good

initial procedure a first-time cosmetic client will have done. There is a high satisfaction rate, the results are seen very fast, and there is a low chance of problems when Botox injections are properly performed by a trained practitioner. Botox may also allow clients to push off more invasive or risky procedures to later in life."

Dermatology and Laser of Charleston is located at 2093 Henry Tecklenburg Dr, Suite 300, inside St. Francis Hospital. For more information, go to www.dermandlaser.com.

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