

## **NEW SERVICES AT SEE CLEARLY VISION: BOTOX® AND FILLERS**

At See Clearly Vision, Gitanjali Baveja, M.D., a board certified ophthalmologist, has been trained in administering BOTOX® and fillers, to include Juvéderm™ and Restylane®.

### **BOTOX®**

BOTOX® is the number-one cosmetic procedure in the United States, with 3.3 million treatments in 2005. BOTOX® was introduced in the late 1980s by ophthalmologists for treating optic muscle disorders. It was approved by the FDA for cosmetic use in 2002, helping millions of patients get rid of nagging facial lines and wrinkles.

BOTOX® combats wrinkles that are created when nerve cells within the muscles beneath the skin release a chemical called acetylcholine. This chemical triggers a muscle contraction that creates wrinkles. The BOTOX® product, medically known as Botulinum Toxin Type A, is an injectable compound that disrupts the release of acetylcholine which essentially paralyzes the muscle and stops the contraction. Results are fully evident within one week after treatment and remain for a minimum of three months.

BOTOX® injection is performed in the doctor's office, usually without anesthesia. However, a numbing cream may be applied to the treatment area. Patients may experience some minimal discomfort from the needle injection. Depending upon the extent of treatment, the procedure can take a few minutes up to 20 minutes. Generally, patients return home or to work shortly after the treatment is complete.

*For more detailed information, and frequently asked questions about BOTOX®, see the reverse side.*

### **FILLERS: Restylane® and Juvéderm™**

Fillers can be used to reduce the appearance of depressed scars, provide fullness to lips, and smooth deep wrinkles and facial creases.

Two such popular products are Restylane® and Juvéderm™. These dermal fillers restore volume and fullness to the skin to correct moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth. Juvéderm™ is a smooth consistency gel, whereas Restylane® is a particulate or granular gel. Although the two fillers do share some benefits, they do have differences. To find out which option is best for you, schedule a consultation with Dr. Baveja.

The fillers are injected with a small needle and can be given in our office. The effects are apparent immediately and depending on the specific filler used, can last 3-12 months. Although there will be some swelling, patients can return to their daily activities immediately.

**Please call 703-827-5454 or 877-234-2020 to schedule a treatment assessment with Dr. Baveja.**

**Tysons Corner, VA**

**Arlington, VA**

**Rockville, MD**

## FAQ's: BOTOX®

### 1. What is BOTOX® Cosmetic?

BOTOX® Cosmetic is a simple, non-surgical procedure that smoothes the deep, persistent lines between your brows that develop over time. It is a treatment that is generally only administered by a physician or authorized health care professional.

### 2. How much does it cost?

The cost of treatment varies by patient, depending on the amount of BOTOX® Cosmetic required for the patient. It varies by gender and the type of wrinkles being treated. Men generally require more than women/women generally require less than men. This is something that you should talk to Dr. Baveja about.

### 3. How long does it take?

Generally, after the initial consultation, the treatment only takes about 10 minutes. The benefit is that there is no downtime - most people return directly to work or normal activity following treatment.

### 4. How is it administered?

Tiny injections of BOTOX® Cosmetic are administered by a trained physician. You will need to speak to Dr. Baveja for more details about this.

### 5. Does it hurt?

Discomfort is minimal and brief - most patients compare the sensation to a bug bite. The physician may choose to use a local anesthetic cream or ice to minimize this, but in general, it is not a prolonged pain. Once the injection is complete, there is usually no discomfort.

### 6. How does it work?

BOTOX® Cosmetic relaxes the overactive muscles whose repeated contractions cause the lines between your brows to form. Within days, you'll see a marked improvement, which may continue to improve for as long as a week. You will be able to frown, smile, or look surprised, without the furrows, creases, and wrinkles. Dr. Baveja can explain this to you in greater detail.

### 7. How long does it last?

BOTOX® Cosmetic lasts up to four months.

### 8. Will my lines look worse if I choose not to continue treatments?

No. Your lines will gradually revert to their pre-treatment appearance.

**Present this ad to receive \$50 off your first Botox or Juvéderm treatment\*.**

Call us today to schedule your complimentary consultation with Dr. Baveja,  
to determine what option is best for you.

**1-877-234-2020**

McLean, VA \* Arlington, VA \* Rockville, MD



\* Offer expires 9/30/08