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Local Dermatologist Warns Against the Dangers of the Underground World of Botox® *Is the Botox that You're Getting Safe?*

ROCHESTER, NY (June 30, 2011) - Botox® Cosmetic continues to be the most popular non-surgical and minimally invasive cosmetic procedure since 2000 with more than 5.4 million Botox procedures performed last year (according to the American Society for Aesthetic Plastic Surgery). But amidst all the positive reports of the benefits of Botox comes some disturbing trends that have raised red flags for many medical professionals. Local Botox expert, Dr. Elizabeth Arthur of Helendale Dermatology and Medical Spa in Irondequoit exposes the dangerous "underground world" of Botox. Dr. Arthur is a Board Certified NYS licensed Dermatologist, a member of Botox manufacturer Allergan's National Education Faculty, has hosted Botox clinical trials, and has over 15 years of experience with injecting the Botox Cosmetic.

With the cost of \$300 to \$500 per treatment, not everyone can afford Botox. To meet the growing demand of the most popular cosmetic procedure in America today, Botox has gone mainstream and is popping up throughout the country at reduced rates for an individual treatment. Cash strapped physicians and consumers are lured in by the attractive pricing. It has gone a long way from doctor's offices to kiosks at shopping malls, to spas, to salons, to the beach and now to at-home "Botox parties." It can also be purchased illegally online for home-delivery with do-it-yourself instructions, which is often produced offshore or stolen from a physician.

"Botox treatments are very safe and quite effective in reducing wrinkles, if administered by a licensed physician or clinician in an appropriate setting," said Dr. Arthur who specializes in dermatological and cosmetic procedures of the face and body. "Placed in the 'wrong hands,' you can put your looks and even your life in jeopardy. Botox is a real medical procedure and deserves to be treated as such."

Last year alone, the FDA reported a 20% increase in clinics using counterfeit Botox. Consumers looking for a bargain on cosmetic procedures and cosmetic medicines have unfortunately led to an increase in horror stories about counterfeit and counter-brand injectables performed by untrained or poorly trained practitioners.

The temptation to look good and feel more confident about your appearance can take you to a 'place' where you don't always make a rational decision. Before undergoing a Botox procedure, Dr. Arthur advises that you consider the following tips that will help protect you against the Botox controversy.

- **Is the Botox I'm getting safe?** Ask to see the bottle. Check to make sure the label contains the Allergan name and hologram. Also check the expiration date.
- **Where should I go for Botox?** The only safe place to receive Botox is in a medical office, medical spa, surgical center or hospital. Avoid salons, shopping malls, the Internet and private homes.
- **Is the professional injecting me licensed?** It is against the law for anyone other than a Botox licensed medical professional to inject the Botox Cosmetic. Licensed Botox cosmetic providers can include dermatologists, plastic surgeons, cosmetic physicians, nurse practitioners, nurses, physician assistants, and medical spas.
- **If the price is too good, shy away.** Price is often an indicator on whether or not it is truly Botox (Botulinum Toxin type A) and a licensed physician / professional.
- **Get referrals** – Talk to patients who have received Botox from the licensed physician / professional you are considering to conduct the procedure on you.

"Allergan is vigilant about maintaining the integrity of their name and quality control through its packaging," added Dr. Arthur. **"Make sure that you are vigilant about the treatments you receive and the professional administering it."**

About Helendale Dermatology and Medical Spa:

Helendale Dermatology & Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 18 people. For more information, visit www.helendaledermatology.com.

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INTERVIEW OPPORTUNITY: Dr. Elizabeth Arthur, board certified dermatologist at Helendale Dermatology and Medical Spa, is available to discuss the Botox controversy. Botox patients of Helendale Dermatology are also available for interviews. For more information, please contact D-D Flannery at (585) 703-6243 or via email at dd@flannery-pr.com.