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## BOTOX TREATMENT AND ITS INFLUENCE ON BEAUTY

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**Abstract:** Roger Scruton says, “Beauty can be consoling, disturbing, sacred, [and] profane; it can be exhilarating, appealing, inspiring, chilling. It can affect us in an unlimited variety of ways. Yet it is never viewed with indifference: beauty demands to be noticed; it speaks to us directly like the voice of an intimate friend. If there are people who are indifferent to beauty, then it is surely because they do not perceive it.” In today’s trend either it is women or men they are ready to face the risk and complications in their health to become more beautiful and gorgeous.

The OXFORD ENGLISH DICTIONARY defines Botox as “a substance that is injected (put in through a needle) into the skin in order to make it look smooth and young.”

Science has solutions for almost everything, if people are ready to shed money. Botox treatment is one of the choices of celebrities to defy their age.

**Keywords:** Botox, Botulinum, Neurotoxins, wrinkles, muscles and beauty.

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### **Introduction:**

**What is Botox?:** Botox (onabotulinum toxin A) is a prescriptive medication made from bacteria *Clostridium botulinum*. The botulinum toxins produced by these bacteria are called Neurotoxins. Neurotoxins Paralyse Muscles of expression. This eventually weakens the fine muscles as a result, frown lines, forehead creases and crow’s feet are reduced or eliminated. Onabotulinum toxin A at times causes fatal illness called Botulism. Neurotoxins is a type of poison that affects the nervous system. They can target nerve and the nerves tissues in the body.

What is Botox used for?

Botox is used in many medical procedures. It is most commonly used by Dermatologists and Plastic surgeons for cosmetic reasons. When it is injected into the face, Botox injection unwrinkles the fine lines to some extent. However, Botox is also used to treat the following:

Cerebral Palsy  
Chronic Migranes  
Severe neck spasm  
Anal fissures  
Excessive sweating  
Strabismus(crossing of the Eye)  
and other medical conditions.

### **How does Botox work?**

Botox is injected directly into the muscle. It works by obstructing the activity of the nerves in the injected area. At its extension, it paralyse the muscles. The effects of Botox are short-term and the injections may be required to be repeated in a few months time.

**The risk factors of botulinum toxin:** Botulinum toxin is risky and harmful. To prevent serious illness and side effects, the following guide lines will be of use:

1. Botox injections should be prescribed by a doctor and given by a licensed medical practitioner. A doctor

will be able to prescribe the correct dose of this dangerous medication and a licensed medical professional will know how to inject the medication properly into the muscle.

2. Do not use any type of Botulinum toxin that is not prescribed by the doctor. Vials of Botulinum toxin bought over the internet, on the street or from an unreliable source can contain unsafe levels of toxins. Fake Botox, contaminated medications, medications given in the wrong doses and medications not injected correctly may cause disfigurement and even casualties.

**The side effects of Botox:** -may cause pain, swelling and bruising at the site of the injection, dry mouth, head ache and fatigue. Botox may also cause serious side effects. If the Botulinum toxin spreads out beyond the site that’s being treated, it can cause a life threatening situation, call the doctor immediately for any of the following symptoms:

-difficulty in swallowing  
-trouble in talking  
-muscle weakness  
-difficulty in breathing  
-droopy eyelids  
-blurred vision  
-signs of an allergic reaction  
-since it is a toxin may affect the heart indirectly including itching, rash, hives and wheezing.

After the Botox treatment the head should be/ held elevated for four hours or more (no lying down)

Ice cube application on the injected area will help in reducing the bruises and swelling. Make up can be applied in an hour time. Expected results may show off in a couple of days and the best result may take a week.

Pharmaceutical companies play a major role in getting this Botox vials. It is a sorry scenario that foreign drug makers know to easily target women

especially when it comes to physical appearance. India is known for its traditional medicines but it is distressing that contemporary women undergo this treatment for just for beauty. India is the one of the largest consumers of Botox. Since Indians are exposed to western culture. They are more prone to adapt many things.

Celebrities who had undergone Botox treatment are Anushka Sharma, Kangana Ranaut, Saif Ali Khan, Gauri Khan, Priyanka Chopra, Shruti Hasan, Deepika Padukode, Aiswarya Rai Bachan and the list goes on. Teenage girls are not exceptions. Plastic surgeons are alarmed by the increasing visits of teenage girls to their clinic.

Dr. Vimla rajan, well known cosmetic surgeon says, "I usually don't entertain young teenage girls." But [t]hey are making queries. I give botox shots to girls, who have very pronounced lines and their professions require them to crease out the lines. In today's glamour world, everyone wants quick fixes." Dr. Sunil Choudhury of Max health care says, Botox is becoming very popular in India, as the technique is non-invasive. A Botox injection costs about Rs.

19,000/-. Youngsters are opting for Botox because their expressions are exaggerated. The Botox treatment lasts only for four months hence, a next shot is essential.

Gerald Imber's book "Absolute Beauty" points out how to avoid Botox at an early age, younger women need to check their smoking, going out in the sun, and frowning and facial exercises. He also advised them to maintain weight with a balanced diet. Because gaining and losing weight stretches the skin, and don't become too thin or your face loses its charm he writes.

**Conclusion:** Noble thoughts, good deeds and desire make us feel contented and beautiful. A Tamiz proverb goes on: "Agathin azagu mugathil theriyum" it means when our soul is beautiful it reflects on the face. Acharya Patanjali discovered 84 yoga postures thousands of years ago, for present generation, yoga is a boon, it is an easy method to get peace, fitness and beauty. Healthy practices give glow to face and skin. Health is prosperity, when health is lost everything is lost.

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