

“The secret of staying young is to live honestly,
eat slowly, and lie about your age.”

- Lucille Ball

Eye Cream or Botox? What Works? What Doesn't?

Did you get suckered again? The TV ad that claims that they have a product with “new technology”, “active ingredients”, or time-release super duper magic molecules to take away those wrinkles. You use the product faithfully for months...and once again, you are disappointed because you still have wrinkles!

The eyes are one of the first areas on our face to show aging. Several things happen. Typically those who have lots of facial expression tend to have more lines. Around the outside of the eyes crow's feet appear. Between the eyes frown lines appear. The eyelids tend to appear heavier. And crepey lines appear underneath the lash lines. Skin that is drier tends to have more fine lines.

Now, lets talk about the different kinds of lines and wrinkles so you know when to choose the right treatment.

Fine lines are those that are very superficial. Those are the ones that will respond to a good eye cream. A good eye cream is one that has something in it to encourage cellular turnover and hydrate at the same time. My favourite is a Retinol based product. It's not as aggressive as its prescription counterpart but is strong enough to cause a change. The reason why this is so important is that your skin naturally tries to block out anything that is applied onto it. So most eye cream simply adds a bit of moisture to the surface (which for some people is all they need) but it really does nothing for wrinkles. A Retinol based product may have enough active ingredient to encourage old cells to flake off at a quicker rate, revealing newer skin cells in the form of smoother, softer looking skin. The trick is balance. Products that are effective tend to shake things up at first. Sometimes people panic because

they look worse before they look better. I encourage people to ease into an aggressive product by using it only 2-3 times per week, then increasing it gradually over the first month or two. If your product causes no flaking whatsoever, then it probably is not strong enough to tackle fine lines. My all time favourite (I've been experimenting with different brands for 13 years) is Retinol Drops in the External Affairs Medical Spa label.

So we've covered fine lines and have established that they respond to a topical eye product. How about deeper wrinkles around the eyes? This is where the cosmetic industry tries to convince us that eye creams work...and they don't. They can't. Muscle movement causes deeper lines around the eyes. Go ahead, look in the mirror. Frown (pull your brows together), squint or give yourself a big smile. Habitual frowning can make you look more tense and angry than you actually are. Botox Cosmetic is an intramuscular injection that relaxes the underlying muscles that cause wrinkles.

One or two wrinkles in the wrong place can really change how people react to your overall facial appearance. Botox, which is quick and almost painless, has the effect of making your whole face look more relaxed, approachable and rested looking. Most of our patients report that friends and family comment that they look more refreshed without looking frozen or fake.

Is Botox safe? Just like any prescribed medication it is safe when administered properly. Physicians and Registered Nurses who have had extensive on-going training from the manufacturer are your best bet. As well, a physician who has an artistic eye and

understands what makes a beautiful face is the best one to see. Often patients come to us for consultations not knowing what is the best treatment for them. It's our job to listen to their concerns, and then help them to select the best treatment to achieve the results they are looking for. At External Affairs Medical Spas, appointments can be made with one of the RN's at any time to discuss the options available. We book at least a half an hour for these complimentary consultations so that we can provide the correct information specific to that patient. We'll help you take the guesswork out of the anti-aging process!!

I hope this clears some confusion about why eye creams don't take away frown lines. Feel free to e-mail me any of your questions at info@externalaffairs.ca

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www.externalaffairs.ca

Next week we'll discuss fillers and the advances in that treatment. It's not just for lips anymore!!



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