

# SOUTHWESTERN NEWS

Media Contact: Ione Echeverria  
214-648-3404  
ione.echeverria@utsouthwestern.edu

## USE CAUTION, ASK QUESTIONS BEFORE ATTENDING BOTOX PARTY, UT SOUTHWESTERN PLASTIC SURGEON SAYS

DALLAS – May 23, 2002 – A new rage – the Botox party – may seem innocent and even fun for a group who wants to participate in this nonsurgical cosmetic procedure. But the chairman of plastic surgery at UT Southwestern Medical Center at Dallas cautions that there can be unwanted consequences.

Dr. Rod Rohrich warns people who are contemplating attending these gatherings to check the credentials of the doctor who will be performing the procedure, receive an individual evaluation by a physician and be informed of possible complications before having an injection.

The use of Botox has increased dramatically since its recent approval by the Food and Drug Administration.

The drug's popularity has prompted some doctors to sponsor Botox parties for groups who want to have the cosmetic procedure done in a festive setting, complete with hors d'oeuvres, wine and champagne.

"It is important for people who are considering attending these type of parties to check the credentials of the person who will be doing the procedure," Rohrich said. "Botox is safe, simple and effective but should only be used by a qualified, trained physician.

"This procedure is not like applying an anti-wrinkle cream. Botox is a drug, and there is a potential for complications, such as drooping eyelids and asymmetry of facial features."

Botox is derived from sterile, purified Botulinum Toxin Type A, a protein produced by a bacterium, *Clostridium botulinum*.

"When small doses of Botox are injected into the muscle, the serum works by blocking the signal that causes the muscle to contract," Rohrich said. "This is how Botox helps smooth out wrinkles around the eyes, forehead and mouth. One treatment generally lasts from three to four months."

(MORE)

## **BOTOX PARTY - 2**

According to the American Society of Plastic Surgeons, more than 1.6 million Botox procedures were performed last year, and the treatment has already become the No. 1 nonsurgical cosmetic procedure done in the United States.

Botox parties are being used as a marketing tool to attract clients. Some doctors send out invitations to people in their area, without first evaluating them. Rohrich said he is concerned because these parties don't leave room for the development of a doctor-patient relationship.

"Some people may not be good candidates for Botox," Rohrich said. "So it's important that each potential patient be evaluated individually and informed by a physician of the risks involved before having the procedure done. Providing alcohol to potential patients before having Botox injections is not recommended either," he said.

Rohrich advises patients to be on the lookout for unscrupulous businesses that may dilute Botox and sell treatments for as low as \$100.

"One treatment can cost from \$450 to \$650," Rohrich said. "If someone is quoting you an unreasonably low price, the serum may be watered down, and results will not last as long."

###

This news release is available on our World Wide Web home page at  
[http://www.utsouthwestern.edu/home\\_pages/news/](http://www.utsouthwestern.edu/home_pages/news/)

To automatically receive news releases from UT Southwestern via e-mail, send a message to  
UTSWNEWS-REQUEST@listserv.swmed.edu. Leave the subject line blank and in the text box, type  
SUB UTSWNEWS