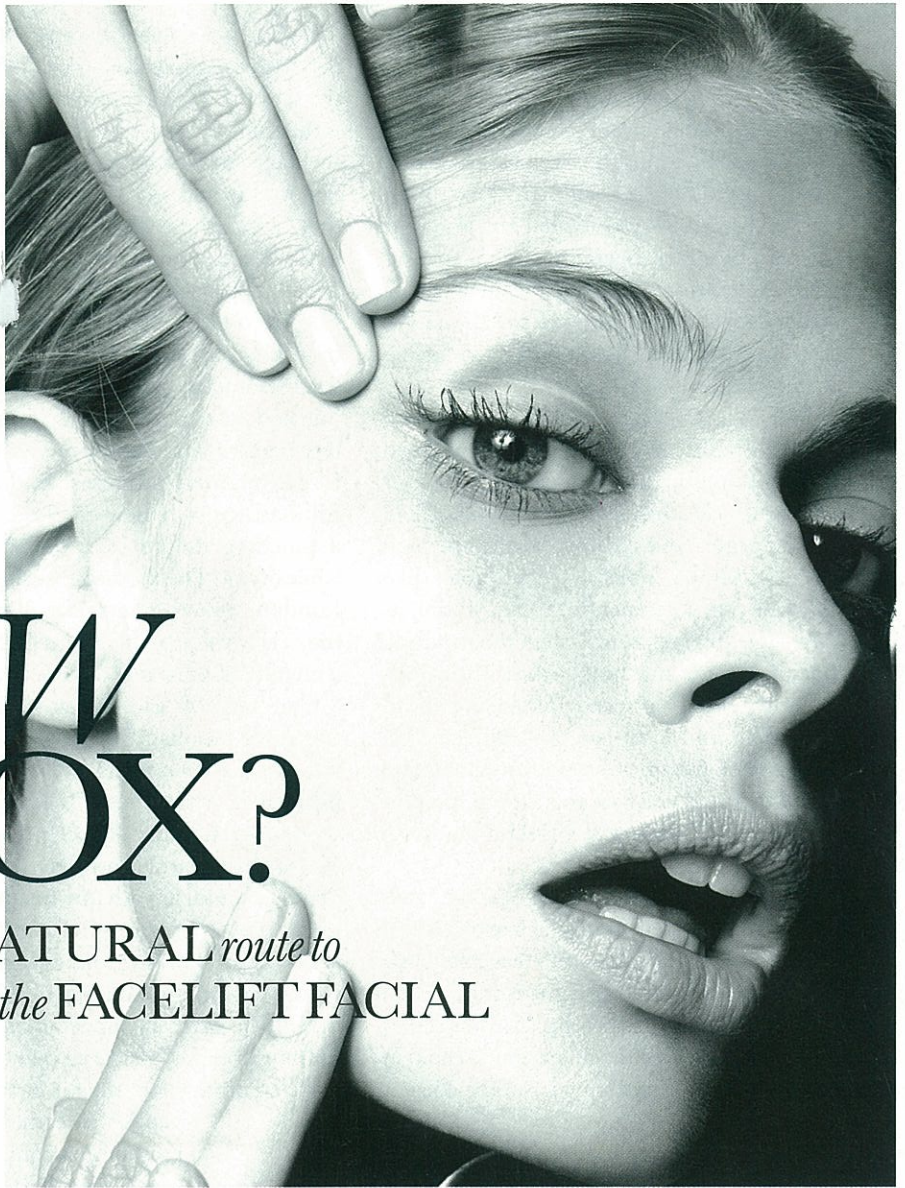


# THE *NEW* BOTOX?

*Searching for a gentler, more NATURAL route to younger-looking skin? Enter the FACELIFT FACIAL*

Words by KATIE MULLOY



Three women walk into a cosmetic clinic, point to a picture of a well-known celebrity and say, 'We want to look like that, but without the Botox.' As smiling fate would have it, this isn't just a suspiciously well-fitting anecdote to illustrate a wider truth – it actually happened. There were witnesses. 'It was just a few weeks ago and it's completely indicative of what is happening across the country,' confirms primary witness Yvonne Butt, head of education for skincare brand Jan Marini UK. 'Two years ago, everyone was asking

for Botox and dermal fillers – and practitioners were likely to offer it without even considering other options,' she says. 'It's not like that anymore.'

We're experiencing, in a way, a Botox-backlash. More than Botox, actually: all of those injectables, fillers, plumpers. The whole youth-in-a-syringe paradigm. As with the soar and slide of any trend, our needle passion, like the syringes themselves, has overloaded.

'Women, especially those coming in for the first time, will say, "Please *don't* make me look like so-and-so",' says

Frances Furlong, a nurse practitioner at Skin Health Spa, a UK-wide clinic that treats more than 1,500 faces a week. 'People are aware that you can go too far.'

Equally, we're growing increasingly savvy about the ageing process as a whole. The result is a drive to start the quest for freshness long before facial lines begin to assume their positions. 'Ten years ago, women in their twenties weren't concerned with ageing,' says Butt. 'They are now. They are looking for something a step before Botox and fillers, something that will preserve the integrity of their >