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What to know about preventive Botox®

BELLEVUE — A growing number of people in their mid-to-late 20s and early 30s are choosing a unique approach to delaying the appearance of wrinkles, forehead lines, crow’s feet and other related signs of aging.

The approach? Preventive Botox® Cosmetic injections.

Botulinum toxin, the neurotoxic protein more commonly known by its brand name Botox, is the only FDA-approved treatment to temporarily improve moderate to severe forehead lines between the brows, and crow’s feet in adults. It works by blocking nerve impulses to the injected muscles, reducing the muscle activity that causes lines to form.

Wrinkles, lines and creases that form in the skin typically develop when skin loses its elasticity. That means the skin doesn’t bounce back as effectively from folding caused by exposure to UV light, smoking, smiling, laughing, brow furrowing, and other repeated facial expressions.

Botox helps relax facial muscles to prevent wrinkling. Preventive Botox starts that process early for those that need it.

Undergoing preventive Botox treatments before the initial appearance of fine lines can help delay their onset, reducing the likelihood of having to treat them later in life. It’s a trend – often referred to as “Baby Botox” – popularized among TikTok, YouTube and other social media influencers. It’s been touted as a head start in the race to stay ahead of the aging process.

Younger people, those 20- and 30-somethings, with less defined or etched lines, are ideal candidates for preventive Botox.

The effects of preventive Botox last about three months, then lines and wrinkles will reappear and need to be retreated. However, in the long-term, the treatments still help delay the natural aging process and its resulting wrinkles, forehead lines, crow’s feet and other skin-related signs of aging.

It’s also important to state the obvious: Aged-looking, wrinkled skin can be avoided early or at least minimized by regularly applying sunscreen, wearing a hat when outdoors, staying hydrated and eating foods rich in antioxidants, among other things.

When mixed with healthy lifestyle choices such as these, Botox can help reduce and largely prevent wrinkles.

Wondering if preventive Botox is the way to go? Consult with an aesthetic specialist or plastic surgeon for expert guidance.

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About BayCare Clinic

BayCare Clinic, baycare.net, is the largest physician-owned specialty-care clinic in northeastern Wisconsin and Michigan's Upper Peninsula. It is based in Green Bay, Wisconsin. BayCare Clinic offers expertise in more than 20 specialties, with more than 100 physicians serving in 16 area communities. BayCare Clinic is a joint partner in Aurora BayCare Medical Center, a 167-bed, full-service hospital. Follow BayCare Clinic on [Facebook](#) and [Twitter](#).