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STANDING TOGETHER

REGIONAL DESIGNERS UNITED FOR BODY POSITIVITY
HOW ARAB CREATIVES ARE BRAVING HARDSHIPS

The quick

Words MICHAELA SOMERVILLE

Offering women everything from a slimmer face to sleeker shoulders, Botox is proving to be the injectable that does it all

BOTOX



Thought Botox was only for freezing frown lines? Think again. Esthetic doctors are now using the world's most popular injectable for other intriguing issues, covering both cosmetic and therapeutic spectrums – and not just on the face. Doctors can also tailor the treatment to relax and reshape other aspects of the body.

Botulinum toxin – trademarked for cosmetic use as Botox – is famous for its muscle relaxing properties, as it prevents nerves from instructing muscles to move and contract. When administered to the face, this cut communication weakens the ability to make facial expressions, with the lack of movement then easing the depth and width of creases and fine lines. Botox can also be used to create a lifting or raising effect, which is referred to in the industry as going “off-brand.” That subtle change in a celebrity’s facial features? Probably Botox, says Dr Dany Kayle of Dubai’s Dr Kayle Aesthetic Clinic. Instead of resorting to an invasive surgical face lift or more dramatic threads, he says, a precise dosage of Botox can slightly alter or elongate. “By trying non-invasive treatments first, women can buy another few years before they start considering going under the knife,” explains the Lebanese plastic surgeon, noting that he has seen Botox jump in popularity for facial refinement and detailing.

Dr Naomi McCullum, a cosmetic doctor and founder of The Manse Clinic in Sydney, Australia, has popularized more niche treatments via her social media channels. In one video, a patient is injected in her trapezius, the pair of large triangular muscles along the top of the shoulders and back of the neck. “This treatment is for those who feel they have bulkier traps and would like to elongate the appearance of their neck,” says Dr McCullum. The goal for this patient was to show off an elegantly long neck and sculptured shoulders in her strapless wedding dress. The next big thing in Botox, according to the doctor, is platysmal band injections, which are given to the muscles that run down either side of the throat. The treatment slims the neck and has an additional anti-aging effect of reducing the muscles’ angle of protrusion.

Naturally, Botox remains popular on the face. Consider the eye-widening lid lift, suitable for hooded, heavier, or uneven eyelids. By treating the orbicularis oculi muscle in the eyelids, Botox can relax the pull on the eyebrow’s outer tail. Opening up the eye and lifting the upper lid subtly

creates a wider-eyed look without the stretched appearance of an upper eyelift. A faux rhinoplasty can be achieved by treating the base of the nose. Known as a “liquid nose job,” the addition of the toxin causes the nose tip to look more upturned. The forehead is also a target, with Botox creating a lifted look previously only achieved with a scalpel. Injections to the frontalis muscle across the forehead adds height to low hairlines. One treatment that combines practical with aspirational is injections to the masseter muscle, which runs along the jaw and is responsible for teeth grinding. Roughly 15 to 20 units per side will relax the muscle enough to halt clenching and reduce the recurring migraines and jaw pain that grinders often suffer. A further result is a slimmed down jawline, which can make cheekbones pop, thanks to the more angular shape. “Your plastic surgeon or doctor must always check if you are happy with this side effect,” says Dr Kayle. “While some may want a V face shape, others prefer what I call the Angelina Jolie look, with the more prominent square jaw.”

Unlike surgical interventions to the face and body, Botox results are temporary and low commitment, lasting only three to four months. Another benefit is the minimal downtime of the procedure, with the treatment taking mere minutes. The injection site is indiscernible immediately after, with the effects gradually kicking in within 10 days. “It’s very subtle, as there are no obvious injection sites or recovery needed,” explains Dr Kayle. “Of course, this is the main appeal for celebrities who are having treatments done – it’s a secret between them and their doctor.”

Like all medical treatments and procedures, Botox should be only administered by a qualified professional, following a thorough consultation. One of the risks, says Dr Kayle, is the potential of overdoing it – something he avoids by taking a light-handed approach to injectables. “You should start with small doses, then increase if needed after one week or so,” for a gradual adjustment. Should there be a change of heart, the best part is that Botox wears off with time. The worst part? Botox wears off with time. □

The next big thing in Botox is *platysmal band* injections, which are given to the **MUSCLES** that run down either side of the throat

BODY TALK *More options for all-over relaxation*



STOP EXCESSIVE SWEATING
EASILY DEFEATED WITH A FEW UNITS TO THE PALMS, FEET, SCALP, OR UNDERARMS



ALWAYS HAVE GOOD HAIR DAYS THOSE TRULY COMMITTED TO THEIR MAIN CAN HAVE A “BLOTOX” – INJECTING THE SCALP TO RESTRICT SWEAT AND OIL PRODUCTION AND PROLONGING A BLOW DRY



LOSING WEIGHT
A GASTROENTEROLOGIST CAN PERFORM AN ENDOSCOPE, INJECTING BOTOX INTO THE STOMACH LINING TO HELP RESTRICT FOOD INTAKE

VOGUE

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متضامنون معًا

مصممون من المنطقة يجتمعون دعمًا لـ BODY POSITIVITY
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