



Taking years off at work

Can a cosmetic Botox treatment alter the way colleagues perceive you? *Marea Brennan Thorns*, aesthetic nurse specialist and consultant in non-surgical rejuvenation therapies, talks about the advantages of looking your best in the workplace.

RIGHTLY OR WRONGLY, most of us are inclined to make assumptions about others based on our perception of their age. The younger a person seems, the more we are likely to regard them as attractive, energetic and confident; the older a person appears, the lower people's expectations of them seem to be. It might make us feel uncomfortable, but such attitudes are well documented psychological realities of contemporary life. Reluctant though we might be to admit it, we are all of us influenced by a society that is youth-obsessed. And while it is true that beauty is only skin deep and that it is the person who really matters, we are being judged all the time, if only because we know that we are judging others on their looks and appearance. So do we just grow old as gracefully as we can?

It's true that lines, wrinkles and permanent frowns are seen by some as the inevitable signs of ageing. But not everyone is that fatalistic about getting older. Many people nowadays are exploring ways of preventing or at least delaying the effects of the passing years. And they are doing so by turning to less invasive, non-surgical therapies that help them to remain looking as youthful as possible and offer them social and professional advantages too.

There is an increasing acceptance in many countries, including this one, of non-surgical cosmetic procedures.

Compared even to five years ago, 30 to 50 year olds are much less likely to accept that they should allow nature to take its course. Today, people are more inclined to do all they can to slow down the ageing process.

And age-awareness is affecting everyone. A common misconception has it that men look better with age while women just look older. But men can feel the ravages of time just as keenly as women. More and more men are now combining minimally invasive rejuvenation procedures with healthy diets and exercise regimes to keep themselves looking good. And, just as with women, they see losing the years as important to their careers.

'Botox for cosmetic purposes is now the second most commonly performed procedure in the world'

Today, there are many new procedures that were not available only 10 years ago, subtle and undetectable treatments. Of these, the use of Botox for cosmetic purposes is now the second most commonly performed procedure in the world of modern rejuvenation medicine. Botox is the most talked about, but also the most maligned, treatment in cosmetic circles. But the fact is that Botox has been used safely for many years in the

treatment of children with cerebral palsy and as a way of stopping facial tics.

Cosmetic Botox injections are a quick and simple procedure. Administered by skilled practitioners, they can remove the permanent frown from a man's face just as successfully as removing the tired expression from a woman. Both of which are an obvious plus if you are forty and employed in a company peopled by ambitious late-twenty-somethings. The so called 'baby boomers' those aged between 35 and 60, now make up a large part of the UK's working population. They are competing in a new social and economic environment, one increasingly dominated by the service industries and the media. The fact that so many are now choosing to take advantage of what medical aesthetic treatment has to offer is a clear indication of the professional and career benefits that come with keeping age at bay.



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