

RED EYE

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twins' pics
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millions

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[PHOTOS COURTESY OF STEVEN DAYAN]

New face, new impression?

Can Botox help you make a better first impression? A new study published in the June issue of *Dermatologic Surgery*, the official publication of the American Society for Dermatologic Surgery, suggests it can, though you may be better off just smiling when it comes to getting a job.

In the study, 300 volunteers rated "before" and "after" photos of 17 women with Botox injections. The post-Botox faces scored significantly higher in attractiveness, dating appeal and athletic ability than the pre-Botox faces. Botox made no significant difference when it came to judging financial or occupational success. Smiling faces, however, scored higher than non-smiling faces across most categories. (The study was funded in part by an educational grant from Botox-maker Allergan.)

Chicago plastic surgeon Steven Dayan, the lead author in the study, said people may subconsciously tend to prefer the post-Botox face, as Botox lifts the eyebrows and opens up the eyes, making people look friendlier.

"You don't know why you find them more attractive, you just do," said Dayan, who is also Janine Seck's doctor.

"Wrinkles and age are perceived as more tired, less energetic and less productive," he said. "It's a gut reaction."

Some frustrated job hunters resort to

...pel to make themselves more marketable. Dr. Gregory Wiener, a plastic surgeon on the Northwest Side, said a patient recently requested a full face-lift brow lift because she was continuing to beat out for sales positions by

...most people opt for the needle. Botox for cosmetic use in 2007, Botox is the most common cosmetic procedure with more than 4.6 million injections per year, according to the American Society of Plastic Surgeons.

...k, it's easy, there's no downtime, which in large doses is highly effective and lasts about three months. Botox was originally manufactured to treat eye and muscle spasms.

...Society of Plastic Surgeons. Possible side effects of Botox include bruising and the risk of infection, becoming immune to it. Cosmetic surgeons say it's extremely safe, though some studies have raised questions. The FDA in February announced that Botox was linked to respiratory failure and death in some cases where the toxin had spread from the injection site to other parts of the

...body—with the most severe cases leading to cerebral palsy (not an FDA-approved use). A 2005 report said there were 15 related deaths, though none were confirmed.

With job-related Botox, there's a concern that it deepens the pressure to battle aging like it's a terrible enemy.

Margaret Morganroth Gullotta, a professor at the Center for the Study of Aging at Brandeis University, said the beauty industry—or, as she calls it, the "uglification industry"—is sending people messages that they should be satisfied with how they look.

In reality, though, "there's a tremendous amount of resistance to the cult of youth. Gullette said, adding that there's a lot of evidence you can Botox your way to a better job. While she doesn't criticize people's decisions to get cosmetic surgery, she says it's better to perpetuate age discrimination as a very real problem in the workplace.

"We want people to defy an ageist culture, because an ageist culture is as ugly as a racist culture and a sexist culture," said ALEJALDENIZ@TRIBUNE.COM

career BOTOX

In today's tough job market, a good suit and handshake aren't always enough—why some are giving cosmetic procedures a shot