

The Eyes have It

Canadians have access to a range of cosmetic procedures, and many are also choosing laser surgery over glasses.



Before treatment of crow's feet with Botox, and after the treatment.

has the potential to make me look and feel better”

“some people are really handicapped by wearing glasses or contact lenses, and laser eye surgery can result in a huge improvement in their quality of life”.

The technology behind laser eye surgery has improved significantly in the recent years, says Dr. Wallerstein. Advanced imaging provides greater detail of patients' cornea, allowing doctors to determine if they are good candidates for the proce-

cedure. At the same time, highly sophisticated algorithms and software ensure greater precision during surgery.

“In terms of performing the procedure, laser technology has become more precise and more custom-tailored to each individual's vision problems.” says Dr. Wallerstein.

The cost of laser eye surgery starts as low as \$1,000 dollars for both eyes and depends on the patients prescription, say Dr. Wallerstein.

Cosmetic procedures for the eyes have also become

more precise in recent years, as practitioners have grown more adept with the technology and techniques at their disposal.

And while surgery continues to be a popular option for those who want to improve the appearance of their eyes, the good news for consumers is that there are now a number of non-surgical procedures that can do wonders for their peepers. The injection of Botox and fillers such as Juvederm is among these procedures.

“Botox is a safe and effective product with a history that goes back more than 18 years and which has been used on over 16 million people in North America.” says Dr. Weksberg “It really is amazing how much you can improve the appearance of the eye area just by the strategic injection of Botox, perhaps supplemented by a filler like Juvederm.”

Botox is a purified protein that, when injected below the skin surface, relaxes the muscles in the treated area. This in turn eliminates or reduces the wrinkles on the skin over those now-relaxed muscles.

The remaining wrinkles can then be smoothed out by injecting fillers.

Using Botox, you can raise the eyebrows and make the eyes look more open,” says Dr. Weksberg “We do something here called a non-surgical brow lift where we inject BOTOX in the glabella – the little frown area between the eyebrows above the nose – and also in the tail area of the brow on both sides, where it release the muscles that are pulling the eye brows down.”

Botox injected into the lower eyelids can also give the eyes a widening, more youthful effect, says Dr. Weksberg.

For those with hollow areas under their eyes, an injection of fillers can transform them from tired-looking to refreshed.

“And the great thing with these procedures is that they can be done in less than half an hour,” says Dr. Weksberg.

“So you can come in on your lunch hour and go back to work right after.” The cost of Botox and filler injections varies from one doctor to another, with price tags ranging from as low as \$100 to as high as a few thousand dollars for extensive work.

But while Botox and filler injections can be done quickly, they still need to be administered by skilled and experienced hands, cautions Dr. Weksberg. He recommends that patients start by visiting www.FACEInstitute.ca, a website development by an independent group of Canadian physicians and surgeons to help patients make well-informed decisions about cosmetic procedures. The site offers consumers the opportunity to get answers to their most common questions and the chance to try out a virtual cosmetic treatment with the “Before and After visual” by uploading a personal photo to see what they would look like after a treatment. The FACE Institute website also helps consumers locate a qualified doctor in their area.

“It's important to see an experienced and expert specialist physician for this because you want the best result possible.” says Dr. Weksberg. “This website is a good place to start looking.”