For the last few generations society has set harsh beauty standards for women. It used to be that women could feel comfortable in aging gracefully, but “in an age where good looking has survival value” (Ettcoff 108), women know that they must hide any signs of this. Wrinkles are visible signs of aging and the largest cosmetic flaw to the female population. In a society obsessed with the young and the beautiful, people that are more attractive are getting better jobs and higher salaries (Barrett 82). In competing with younger women, aging women are finding that society no longer is accepting of their diverse roles or contributions over the visible values of beauty (Friday 2). In an act of desperation, women are searching for solutions to aging. They are searching for solutions to gain their power back in society.

Our looks have the power to influence our lives. With today's beauty standards set at unattainable levels, it is easy to see why older women fear the thought of wrinkles. The same way they etch their way onto our faces, wrinkles etch their way into our lives. Wrinkles interfere with our beauty, affecting how we see ourselves; how we stand in our careers; how other people judge us.

When it comes to self-esteem, image is important. Wrinkles have a profound impact on self-esteem. Women know that only a small percentage of other women in this world are flawless, but those other women are repeatedly and publicly used as role models. Beautiful, wrinkleless, young women portrayed as definitions of beauty do nothing to help the self-esteem of an older woman. Living in a society where youth is ideal and self worth depends on appearances, aging women are becoming afraid. The truth is, they have every reason to be.

Unfair as it may be, if women are young and attractive then chances are, that woman will get the job she wants. It is a fact that good-looking people have an easier time excelling in their careers. “Eighty percent of employers polled said appearance impacts career advancement” (Decker). Employers, along with society, believe that beauty sells and consider beautiful employees more productive.

Society and mass media constantly bombard women with the message that appearance is all that matters. Aging women, caught in a whirlwind of despair, try to find their place in a culture that is
unaccepting of flawed faces. With society’s preference for pretty, young, and flawless women, aging women are fighting back and turning to science as their primary resource.

Women historically want to be beautiful, they want attention, and they want to be accepted. Because of society and media, women feel they must have zero tolerance for beauty flaws. Pressured by demands to stay beautiful, more and more women are taking toxic measures to fight wrinkles.

It turns out that botulism is excellent for wrinkle control. Botulinum toxin Type A is a highly diluted strain of the botulism bacteria that has been used off-label to treat facial wrinkles since 1981 (Botox: Botulinum Toxin Type A). Botox® is the brand name for this toxin and is registered by Allergan Incorporated. Botox® works just like its stronger counterpart in that it paralyzes muscles. The overuse of certain facial muscles to frown, squint, or smile can cause wrinkling and, “the injection of Botox® decreases these facial habits which will prevent wrinkling from progressing further” (Pinski 14- ).

Treatments are quick and easy to receive, the side effects are mild, and the results are astounding. Regardless of cost, the more women educate themselves about Botox® the faster they seem to be signing up for regular treatments.

Is it possible to get an unfailing wrinkle treatment on your lunch hour? Botox® makes it possible. According to The American Society of Plastic Surgeons forty percent of American women between the ages of 35 and 50 years of age chose to receive Botox® injections in 2003 (Barrett 82). Injections are painless and easily applied to problem areas of the facial muscles. Botox® shows great results when used on “crow’s feet” around the eyes, “frown lines” between the brows, and “surprise” lines in the forehead (Lore C1). Botox® injections can be completed in fifteen minutes with absolutely no recovery time. Choosing a certified doctor is important in assuring minimal side effects.

The right physician can make all the difference in a Botox® experience. Doctors certified in Botox® cosmetic treatments are careful how much and where they inject the Botox®. According to the Medical Letter on Drugs and Therapeutics, injections placed off target can cause droopy eyelids, swollen lips, and double vision (Botox®...Unsafe). Since Botox® acts as a muscle paralytic, patients will experience a temporary tightening of facial muscles. This does not hurt at all and is a desired effect of the procedure. The most common complication associated with Botox® injections is bruising (qtd. in...
Guttman 100). Bruising is only temporary and fades within a couple of days. Results become visible within two days and start to fade in three to six months.

The American Society for Aesthetic Plastic Surgery (ASAPS) has rated Botox® as the most popular of all physician-administered cosmetic procedures for 2002 and 2003 (Botox® Cosmetic). Botox® clinical trials results have shown that 83.7% of patients who received Botulinum Toxin Type A showed no visible signs of aging thirty days after treatment (Anonymous S13-). Aging women are excited about Botox® and hold renewed hope that with this new technology they can regain their rightful place back in the beautiful part of society.

A woman's desire to retain and regain youth seems strong and universal. Society assigns positive characteristics to those whom they find physically attractive (Anonymous 2035). It is easy to see then why women are going to great lengths in maintaining their beauty. Women are realizing that their self-esteem, careers, and relationships with others are dramatically enhanced with cosmetic fixes. In the fight against wrinkles, Botox® has become very popular and has helped ease the worried minds of many aging women.
Works Cited


