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NEUROTOXINS

Expert Injectors Reveal Early Botox Memories to Celebrate Its 20-Year Anniversary

What the first injectors thought about the miracle wrinkle relaxer and the immense impact its had on aesthetics.

By Tatiana Bido, Aesthetic Content Manager · Apr 14, 2022



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It's hard to believe that Botox Cosmetic, the miracle injectable that has changed the lives—and faces—of so many has only been available to the public for 20 years. It was on April 15, 2002 that the famed wrinkle relaxer achieved its first U.S. Food and Drug Administration (FDA) approval as a temporary aesthetic treatment since to temporarily improve the look of moderate to

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severe glabellar lines, located between your eyebrows. Since then, the line smoother has received two additional aesthetic indications—in 2013 and 2017—making it the only neurotoxin approved to improve the look of moderate to severe lines in three areas: frown lines, crow's feet and forehead lines.

In the past 20 years so much has changed, yet the youth restoring injection remains a standout star of nonsurgical cosmetic treatments. Here, top expert injectors share their first Botox memory, how techniques have changed and the incredible way a neurotoxin protein has changed the landscape of aesthetic medicine.

“At the beginning we were focused on ‘freezing’ peoples foreheads. Now we use Botox to treat and prevent wrinkles without giving an artificial, frozen look. In addition, I am more focused on using Botox artistically to elevate and shape eyebrows. Also, we continue to find so many more uses for it such as treating enlarged masseter muscles, slimming the face, treating gummy smiles, pebbled chins, turning up the corners of the mouth, lip flips and neck lines. We also do ‘Baby Botox’ where we give smaller amounts to younger patients to prevent and treat fine lines.”

—Woodbury, NY office, oculoplastic surgeon
Q [David Schlessinger, MD](#)

