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## Botox thrives despite the credit crunch

Contributed by David Castillo

Botox is bypassing the credit crunch as more and more consumers seek for longer-lasting cosmetic treatments instead of expensive skincare products.

Research claims that consumers that forego premium make-up brands are switching to mass-market alternatives, while Botox and laser hair removal are also strengthening their place in the market. There have even been reported cases where older people, who lost their jobs due to the recession, are purchasing Botox to have a competitive edge in today's tough job market.

While detailed figures are yet to be published, premium make-up brands, like L'Oréal and La Prairie, have reported sales decreases through the year. On the other hand, Botox continues to increase in popularity.

The anti-wrinkle drug is available in around 20,000 clinics in Britain alone.

"You can have botox at the dentist now," quips Alexandra Richmond from Mintel, the renowned research company that conducted a study on the topic. "It is much more widely available, so many salons are doing it." She added that with some products in ranges such as La Prairie costing more than £400, a botox injection at £175 to £300 could be good value since its effects lasted for several months."

She explains: "We've become a lot lazier. We don't want to spend hours on make-up — we want to just get out of bed and look beautiful. This kind of procedure is becoming standard."

Statistics agree with Richmond's arguments. According to the Harley Medical Group, Britain's largest cosmetic surgery provider, the demand for non-surgical rejuvenation procedures is up by 14 percent.

Source: TimesOnline