



THE ZOE REPORT

I Tried Preventative Botox For Crow's Feet & The Results Made Me A Believer

By Angela Melero | May 6, 2019



I don't think I need Botox (nor does anyone, for that matter). Although my 30-something face is different from my 20-something face, I'm pretty content with the state of things now. The acne and oily complexion that plagued my college years are long gone; I finally have a solid and thorough skincare routine; I get facials somewhat regularly; and I apply SPF every single day. However, in recent years, I've been privy to more and more testimonies of women my age (early 30s) opting for facial injectables for preventative purposes — and I have to admit, I was intrigued.

Because of the asymmetry of my face (and every face, for that matter) the Botox units varied for each outer eye area. "Botox is applied by unit and is reconstituted by the practitioner," board-certified dermatologist and celebrity beauty expert [Dr. Anna Guanche](#) tells TZR. "It can be very diluted or can be very concentrated, which is why it is measured by unit, or active ingredient." She adds that treatment of the glabellar region (the area between your eyebrows) usually requires 20 to 30 units of Botox, while full-face treatments can require between 30 to 60 units.

But there was still the matter of upkeep to address. I assumed, like facials, Botox needed to be a monthly or bi-monthly practice to remain effective. This is not necessarily the case. "For prevention, mini doses of Botox every two to three months should work well," Guanche says.

OK, that doesn't seem overwhelmingly inconvenient, right? But there is also cost to take into consideration. Guanche explains that, like the dosage coverage area, price can vary. "Neurotoxin can range from \$5-\$15 a unit — pricing depends on the expertise and experience of the injector and clinic," she says. "I wouldn't use a Groupon for cheap Botox because you often get what you pay for."



My procedure, should I choose to stick to the eye region I originally started with, would average about \$90-\$270 a session. If done every three months or so, I feel this price range is doable for me. However, if and when I decide to try Botox on other areas of my face, that price could instantly double, if not triple — which is where I might have to put some thought into regular Botox use and consider some non-invasive solutions.

That said, in the grand scheme of things, there's a reason so many people shell out the cash for a regular injectables service. As effective and nourishing as topical skincare solutions can be, they just can't hit the nerves Botox can (literally). "Nothing can replace Botox," Guanche says. "If you spend dollars on expensive creams or prescriptions that claim to reduce wrinkles, it may be more cost-effective to save those funds and apply it toward Botox. Botox gets the job done."

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