

Study Shows Botox Superior to Creams for Facial Lines

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3/22/2006

ROLLING MEADOWS, Ill. -- The first-ever, peer-review study comparing Botox® to over-the counter topical creams for treatment of facial lines shows Botox is superior for reducing wrinkle severity, according to new research reported in *Dermatologic Surgery*, published by the American Society for Dermatologic Surgery (ASDS).

Researchers from the Palm Beach (Fla.) Esthetic Center evaluated 77 female patients diagnosed with moderate to severe facial lines. They were divided into five different groups given Botox injections, three topical cream products and placebo. "Advertising claims for several over-the-counter topicals imply that they are equal or better than Botox for treating wrinkles. Yet no evidence-based clinical data have been published to support them," said lead author and dermasurgeon Kenneth R. Beer, MD, Fellow of the American Society for Dermatologic Surgery.

Beer noted there is published evidence to support using some topical creams to improve the appearance of fine lines, but unknowing consumers may fail to understand the difference between fine lines that occur from excess sun exposure and deeper lines resulting from facial muscle activity. "Clinicians don't have effective answers to respond to patients' questions about some of the advertising. This study, therefore, was undertaken to compare the efficacy and safety of Botox, three topical products and placebo for treating moderate to severe facial lines," he said.

Results showed the mean severity of frown lines was significantly lower in the Botox group and the outcomes in the topical cream groups did not differ significantly from placebo. Eighty-six percent of the Botox patients showed a 50 percent improvement according to a standard assessment scale. Further, the Botox subjects were significantly more satisfied with their treatment than the other groups.

"These data provide clinicians with the first objective evidence to help them counsel their patients about treatment options for facial lines. Clearly, the advertising claims of certain topical agents that imply better outcomes than Botox are not supported by these data," said Beer.

Founded in 1970, the American Society for Dermatologic Surgery is the largest specialty organization in the world exclusively representing dermasurgeons, board-certified physicians who are specifically trained to treat the health, function and appearance of the skin and soft tissue with both medically necessary and cosmetic procedures, using surgical and non-surgical methods. For more information on medical or cosmetic skin procedures, and referrals to ASDS members in your state, log on at www.asds.net.

