

FOCUS ON: Facial Aesthetics

Warren P. W. Roberts, DMD, examines how introducing Botox for therapeutic and cosmetic treatments affects patients and the practice.

Q: What is the number one cosmetic treatment requested in North America?

A: Dentists possibly think it is tooth whitening, but Botox treatment for frown lines is the number one cosmetic request! Laser, skin treatments, and dermal fillers follow next. For the majority of age groups, Botox creates the biggest “Wow!” effect. Other complimentary facial rejuvenation procedures, such as laser skin tightening and dermal fillers to replace lost volume, build on the muscle-relaxing action of Botox.

Q: What is the main reason a patient seeks facial aesthetic treatment?

A: The aging process and environmental damage such as sun exposure have detrimental effects on the skin. Today’s society places high value on health and the appearance of being healthy and youthful. Patients want to look and feel better, and also want to remove the unwanted vertical frown lines, horizontal forehead lines, and radiating crow’s feet. Even though a dentist feels the mouth is the center of the universe, the patient is often more concerned with lines on the face. Botox relaxes the muscles and diminishes the lines.

Patients not only look better after facial Botox treatments, but they also feel better. There are 3 mechanisms of action of Botox: only one works on muscle, the other 2 act on pain. When performing upper face treatments with Botox, using the higher therapeutic doses, there is a decrease in pain, headaches, myofascial pain, migraines, trigeminal neuralgia, etc. Through proper diagnosis, one can determine the source of the problem and customize the injection template.

Q: How do the cosmetic and therapeutic effects of Botox intersect?

A: Often it is possible to treat both aesthetics and therapeutic issues simultaneously. When the dentist understands the efferent motor pathways, the afferent sensory pathways, the central nervous system action, it becomes possible to adjust the treatment template to achieve therapeutic results for pain, headache, and migraine as well as achieving improved facial aesthetics.

Q: How do I incorporate these procedures into my practice, and what are the expenses in providing Botox treatments?

A: Comprehensive hands-on training for both the dentist and the team is crucial. The doctor must feel confident in providing the treatment and achieving predictable results. Establishing clinical protocols for the treatment sequence provides a framework that makes the procedures flow seamlessly. The team must also be comprehensively



Warren P. W. Roberts, DMD

trained and able to walk the walk! If they have personally experienced either the therapeutic or cosmetic benefits of treatment, they can share their experiences with patients. Before and after photographs of treatment results are also extremely helpful in opening conversations with patients.

Other than the cost of proper training, the only other expense is a properly equipped Botox Tray (approximately \$250), and the cost of the medication itself. The average fee for Botox cosmetic improvements for the upper face is approximately \$500 to \$700. Performing one Botox procedure per week will increase your annual income by more than \$30,000. A well-coordinated, aesthetically conscious team will generate more than \$100,000 annually. Once you gain the patient’s confidence, many may follow up with other procedures such as the smile makeovers, implants, crowns, and other dental treatments.

Q: Why would a patient consider getting Botox from a dentist?

A: Patients would concern a dentist for his/her Botox treatments for the following reasons:

- Patients already have an established relationship and confidence in their dentist.
- Their dentist is highly trained in head and neck anatomy problems related to the head and neck and is skilled in giving injections.

- The dental office is a comfortable and trusted place. Furthermore, having Botox treatments in the dental office is discrete.

Q: How do I get predictable and desired results?

A: Predictable results come from the knowledge and understanding of the 3 mechanisms of action of Botox. Thoroughly learning one mechanism at a time, one will have the confidence and ability to make the differential diagnosis and determine which injection template (therapeutic, cosmetic, or combination) to employ.

To achieve the patient’s desired result, it is paramount to understand why we employ Botox first, to minimize the use of fillers and enhance skin texture in coordination with tissue lasers for an enhanced rejuvenated appearance.

The training must include extensive anatomy review, proper record taking and keeping (including appropriate photographs to record pretreatment conditions, markings of injection sites, and posttreatment results), and injection techniques that produce no side effects.

Q: How do I help patients value the treatment I can provide when they have many other practitioners to choose from?

A: Patients who receive Botox treatment look better and so they feel better. Therapeutic treatment with Botox can greatly improve quality of life for patients by significantly reducing head and neck pain. It can also be used to improve implant outcomes by reducing damaging muscle pulls around surgical sites.

Providing quality care in a caring environment goes a long way to help patients choose you. Listening to what they want, then providing comfortable and reliable results that cause no bruising or other negative side effects over repeated visits, is the answer.

Dr. Roberts is the co-founder and clinical director of the Pacific Training Institute for Facial Aesthetics (PTIFA), an advanced anatomy-based Botox and facial rejuvenation educational organization known for its university-level teaching and patient care practices. PTIFA is the only provider that offers clinical education that incorporates both the therapeutic and cosmetic uses of treatment. The PTIFA educational model has been adopted by regulatory boards to help develop the standard of practice. Dr. Roberts’ Vancouver, BC, practice is a leading dental provider of Botox in North America. This success is attributed to the PTIFA team training courses, and the proven clinical protocols developed for successfully integrating treatment back into a dental practice. This includes the Roberts Facial Rejuvenation Photography series for improved records (which generates 99% case acceptance rate), the PTIFA Cosmetic Marking Template, the PTIFA Therapeutic Marking Template, the PTIFA Injection Technique, the PTIFA Injection Rules (achieve no negative side effects), the Botox Set-up Tray, and the online Botox Study Club. Dr. Roberts can be reached at (855) 681-0066 or via the website ptifa.com.