

## Boots to offer £200 Botox injections

by SEAN POULTER, Daily Mail - 10th June 2002



Pic: Danny Elwes

Its stores already offer a range of beauty treatments, from facials to fake tans.

Now Boots is bringing cosmetic surgery to the high street.

The company is to offer antiwrinkle injections and lip enhancement from about £200.

It will use two forms of treatment, Botox and hyaluronic acid.

Botox, a form of the botulinum toxin, is normally used on the forehead and around the eyes. It is said to paralyse facial muscles, allowing wrinkles to 'drop out'.

Hyaluronic acid, which occurs naturally in the body's connective tissues, is used to plump up lips and fill wrinkles around the mouth and nose.

The treatments will initially be available at Boots branches in Manchester, Milton Keynes and Kensington High Street in London, as well as at the Boots-owned Pure Beauty in Oxford Street.

Specially trained doctors will carry out the Botox injections, while experts from leading facial cosmetic company Collagenics will provide the other services. Botox treatments will cost from £200, lip enhancements from £230 and facial contouring from £180. Private clinics charge up to £500 for a single treatment.

Boots' plans come amid a boom in the demand for cosmetic treatments, even among men.

More than 24,000 Britons had cosmetic surgery in 2000, according to the International Society of Aesthetic Plastic Surgery.

Only in the U.S and Brazil were more operations carried out.

The market is worth an estimated £200million and is growing by at least 10 per cent a year, with Botox the most popular treatment.

Boots' head of new service development Stephen Boothroyd said: 'We know from our research that feeling comfortable with the way you look is an important factor in your sense of well-being.

'We also know it's a personal thing, for some it will mean a new lipstick, vitamins or exercise regime, for others it might be about smoothing out the lines or enhancing lips.'

The cosmetic surgery comes under the firm's Wellbeing range of medical and beauty treatments.

These include physiotherapy, osteopathy, homeopathy, aromatherapy, facials, massage and tanning, plus advice on weight, smoking and stress.