

# Do You Really Know Who is at the Other End of That Tiny Needle?

STERLING HEIGHTS, Mich. – Jan. 29 (SEND2PRESS NEWSWIRE) – “Botox is one of the most common cosmetic procedures being performed today – but, too many patients have no idea who is at the other end of that needle,” says Dr. Mark Berkowitz, of Accents Cosmetic Surgery and Medical Spa, one of the nation’s most experienced injectors, with more than 10 years of experience with Botox(R). For anyone who thinks facial expression lines are preventing them from looking as good as they feel, Botox(R) Cosmetic is a wonderful option.



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According to the American Society of Plastic Surgeons, 3.8 million treatments were performed in 2005 – making Botox(R) the most popular non-surgical cosmetic procedure for both men and women in the United States. But, do people really know who is at the other end of that tiny needle?

*\*(Photo Caption: Botox(R) Cosmetic is being used by Dr. Mark Berkowitz to raise this 33-year-old Troy resident’s brow and to soften fine lines between the brows.)*

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more than 10 years of experience with Botox(R).

“Most patients know they hate their frown lines, crows feet, and other wrinkles caused by facial expressions – which are great reasons for considering Botox(R). However, there are doctors and nurses out there giving Botox(R) injections for wrinkle reduction without enough training or experience. For a physician like myself, Botox(R) injections are given several times each day, and are likely to be the simplest cases of the day. To a primary care doctor, treatments are probably few and far between – and are probably the biggest cases of the month. Furthermore, many medical spas or practices have aestheticians or nurses performing these treatments.”

Education is no less critical when choosing a doctor to perform Botox(R) than it is with any medical decision. Berkowitz reports a disturbing trend in metro-Detroit medispas: “Smart patients make very poor decisions. Then, they come to me looking to undo drooping brows, unsightly scars, and other undesirable results that could have possibly been avoided by visiting a highly-skilled cosmetic specialist in the beginning.”

To help patients make the right decision, Berkowitz has written a fact-filled report: “The truth about Botox: What every patient needs to know.”

**Anyone considering Botox(R) should read this report first to learn:**

- \* Botox for men. Botox for women.
- \* Bad Botox outcomes. Botox results.
- \* Botox and pain
- \* Choosing a qualified Botox doctor
- \* Botox in a doctor’s office or a salon
- \* Botox parties
- \* Botox for sweating too much
- \* Botox for eyelid and facial twitches
- \* Botox for headaches
- \* Botox costs and insurance coverage.

Free copies are available. Anyone who would like a copy may request it by phone: (586) 254-7692 or may download it from Berkowitz’s website: [www.AccentsCosmeticSurgery.com](http://www.AccentsCosmeticSurgery.com) .

Berkowitz has been injecting Botox(R) for more than 10 years and welcomes the opportunity to educate Detroiters interested in enhancing social interactions limited by frown lines, smokers lips or looking old. Being both knowledgeable and entertaining, Berkowitz interviews well and welcomes questions from the media, listeners and readers alike. His interviews have been featured in The Macomb Daily, on Today’s Health and on WDIV.

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