

“BROTOX”

More Australian men turn to anti-aging injections to keep up appearances.

Australia has become number 1 in the world for cosmetic injections per capita. Of these procedures, 1 out of every 10 are being performed on males. The 1.5 million anti-aging injections carried out last year now mark an all-time high for the Australian industry.

In fact, in 2011 cosmetic injections rose 50% in Australia, with the quickest growing segment being Australian miners, who are now hastily lining up to receive treatment. Tough working environments met with high salaries have made them perfect candidates for cosmetic treatments.

As depicted on the ‘Brottox’ infographic, Australia has seen a 30% rise since 2010 in cosmetic skin treatments, and increased acceptance and availability of the cosmetic procedure coupled with the highest rates of sun damaged skin in the world puts Australians among the top cosmetic clients.

However, anti-wrinkle injections are not just a cosmetic procedure. Leading cosmetic surgeon and Allergan National Trainer, Dr Joseph Ajaka of Cosmos Clinic, says that “Muscular tension, migraines and other medical conditions are treated every year using the wonder drug.” While side effects have been reported, ranging from nausea to difficulty swallowing, only 15 – 20% of patients are likely to face these kinds of side effects.

Australia’s spend on non-surgical cosmetic treatments has more than doubled between 2008 and 2012. While the market is at an all-time high in Australia, many experts believe that it is still growing and will reach record numbers in the years to come.

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For further information about cosmetic skin treatments:

Cosmos Clinic: P: 1300 138 797 | E: info@cosmosclinic.com.au

To view or download the Brottox infographic: www.cosmosclinic.com.au/blog/brottox