

Daily **BEAUTY**REPORTER

On-Demand Botox—as in Botox in Your Home—Is Now a Thing

Such unease is understandable, but Goldburt is quick to point out that the dermatologists in Boomer's network are highly trained. "These are all board-certified dermatologists," she says. "It's people that I know and trust, my colleagues. Board certification is a really complex and difficult process—it requires years and years of training, so it's a really great vetting process in and of itself." She adds that Boomer makes sure that "the person has a good track record. Again, right now it's all people I know personally and trust."

But what about the administering of a muscle-paralyzing fluid in an uncontrolled, non-medically-equipped setting? "Botox—or any injectable—is best done in a sterile medical environment," says **Barry Weintraub**, a New York City plastic surgeon and national spokesperson for the American Society of Plastic Surgery. "Many people erroneously think that injectables, being non-invasives, are not as serious as surgeries. This is absolutely not the case. Botox is not a stop-in-for-a-five-minute-injection type of service. Setting up the proper sterile environment takes time and effort." Mark agrees but allows that there could be value in the at-home aspect: "Botox is a medical procedure and needs to have a certain amount of respect," he says. "The office is obviously a more serious environment than the home. With that said, the home is more relaxing and comforting than a doctor's office. There are some patients who are legitimately anxious when they go to a doctor's office, and their blood pressure can even go up. High blood pressure is a risk factor for bruising." Goldburt cites this very thing as "a big part of why I wanted to do this. When a lot of people come in for Botox, they're very tense and nervous and don't know what to expect. People have this 'white coat syndrome,' where they see a doctor in the office and their blood pressure skyrockets. In their own home, in their own domain, they will feel a lot more relaxed. It's more comfortable if it's on the patient's terms."

Tech-meets-beauty Boomer might seem like a breakthrough product, but it also recalls the once-common practice of doctors performing house calls. Would you try an app-delivered Botox session in your home? Or do you side with Kazin, who says, "It's a medical procedure, not a pizza"?