

• ACTIVATE BEAUTY • BLOOR WEST VILLAGE, TORONTO

A FREE PATIENT GUIDE

Botox, *honestly.*

What a neuromodulator can and can't do, how to choose well, and what "natural" actually looks like — written plainly, with nothing to sell you.

HOW IT WORKS WHAT TO EXPECT QUESTIONS TO ASK AFTERCARE
MYTHS & FACTS

An educational guide from Activate Beauty — a consultation-first aesthetic clinic. Nothing here is medical advice; it's meant to help you walk into any consultation informed and unhurried.

Read this *before* you book anything.

There is a lot of noise around Botox. This guide cuts through it — no hype, no pressure, just what you actually need to make a calm, informed decision.

Botox is one of the most common aesthetic treatments in the world, and also one of the most misunderstood. Some people picture a frozen, expressionless look; others expect it to lift, fill or erase years. The reality is more specific, more controllable, and — done well — far more subtle than either.

We wrote this the way we'd explain it across the table at a consultation: plainly, and with the parts most people don't get told. Read it, take what's useful, and make the decision that's right for *you* — with us or with anyone.



Done conservatively, the goal is a softened look — not a changed one.

What this guide will — and won't — do

IT WILL

Explain in plain English how a neuromodulator works, what it realistically can and can't do, and the questions worth asking before you treat.

IT WON'T

Promise a result or replace medical advice. It is a prescription treatment; every plan is individual and begins with a consultation.

What is actually happening with a *neuromodulator*?

"Botox" is a brand name for a type of **neuromodulator** — a purified protein that temporarily reduces the signal between a nerve and a specific muscle. When a small, measured amount is placed into a targeted muscle of facial expression, that muscle contracts less strongly for a period of time.

Many of the lines we associate with expression — across the forehead, between the brows, at the corners of the eyes — are created by that repeated movement. Softening the movement can soften how those **dynamic** lines appear.

Three things matter most to understand up front:

- It is **temporary**. It gradually wears off as normal nerve signalling returns.
- It is **gradual in onset**. It develops over days, not instantly.
- It is a **prescription treatment**. In Ontario it is administered following a consultation, under medical directive.



It works on muscle movement — not on the surface of the skin.



Measured in units, planned to your anatomy — never estimated.

What it can do — and what it *can't*.

Often considered for

Softening the look of dynamic expression lines — forehead lines, the "frown" lines between the brows, and lines at the outer corners of the eyes. Suitability is always assessed individually.

What it won't do

It doesn't fill volume or lift sagging skin — those are different treatments. And it won't change who you are. Done conservatively, it should not leave you unable to express.

"Will I still look like me?"

This is the question we hear most — and the honest answer is that it depends entirely on the approach. A natural result comes from **conservative dosing** and careful placement around how *your* face actually moves, reviewed over time rather than chased in one sitting. The aim isn't a face with no movement; it's a softer version of the same expressions. If "frozen" worries you, say so — a good injector will plan around it, and may suggest starting with less.

Individual results vary, and no specific outcome can be guaranteed — which is exactly why a conversation comes before any plan.

How to choose *well*.

Where and with whom you treat matters more than the price per unit. A good consultation should feel unhurried and honest. Bring these questions — to us, or to anyone you're considering.

1 Who actually performs it?

You should know the qualifications of the person treating you, and that it's done under medical directive.

2 Is it consultation-first?

A plan should follow a conversation about your goals, history and anatomy — not a price list.

3 How is dosing decided?

Units should be planned to your face and reviewed over time, not applied from a fixed template.

4 Is it right for me at all?

A good injector will sometimes recommend less, or nothing — and tell you why. It isn't suitable for everyone.

A note on safety

Like any medical treatment it carries some risk, and it isn't appropriate for everyone — for example during pregnancy or breastfeeding, or with certain conditions. This is reviewed honestly at consultation, where you can ask anything before deciding. There is never pressure to proceed.

What to expect, and *after*.

The visit

Brief and in-office

After the consultation, the treatment itself is quick. Most people return to their day.

Onset

Days, not minutes

It develops gradually, with the fuller effect usually settling over about two weeks.

Duration

Temporary

Effect typically lasts a few months and then eases off; how long varies from person to person.

In the first hours

Stay upright for a few hours, skip strenuous exercise that day, and avoid rubbing the area — simple steps so the product settles where it was placed.

Over the first days

Some people notice minor redness that fades quickly. Give it the full two weeks before judging the result, and follow any specific aftercare you're given.

Four myths, honestly answered

“It's a toxin, so it must be unsafe.”

In context: it's a purified protein used in tiny, measured medical doses, administered under medical directive following a consultation. Risk is discussed with you beforehand.

“You get addicted to it.”

Not pharmacologically. People may choose to repeat it because they like the look — that's a preference, not a dependence. You can stop at any time and it simply wears off.

“Once you start, it's permanent.”

The opposite. The effect is temporary and fades on its own. Nothing is locked in.

“It always looks frozen.”

That's a dosing and placement choice. Conservative, individualised treatment is designed to soften movement, not remove it.

If you'd like a calm, honest *second opinion*.

This guide was written by Activate Beauty, a consultation-first clinic in Bloor West Village, Toronto, founded and clinically overseen by Aesthetic Nurse Injector Kseniya Zakharova. We work the way this guide reads: expertise first, conservative by design, and never any pressure to proceed.

If you're considering treatment — with us or anywhere — a consultation is the right next step. We'll assess whether it suits you, answer everything, and only plan something if it's genuinely right for you.

Your \$150 consultation is credited toward your treatment if you decide to go ahead.

BOOK A CONSULTATION

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This guide is educational and does not constitute medical advice, a diagnosis, or a treatment recommendation. Neuromodulator treatment is a prescription medical procedure that requires an individual consultation and is administered by an Aesthetic Nurse Injector under medical directive. Suitability, risks and outcomes

differ for every person; individual results vary and no specific result can be guaranteed. Treatment requires consultation. © Activate Beauty, Toronto.