

## Q&amp;A with Dr. Seth Matarasso

# Botox by the Bay at UCSF

BY NINA WU

Of The Examiner Staff

Dr. Seth Matarasso, an associate professor at UCSF, owns one of the largest cosmetic practices in the Bay Area and performs the second-largest number of botox injections in the nation. Despite a reputation for playing armchair psychologist and part-time comedian for his clients, Matarasso takes his work very seriously.

**Nina Wu:** What is the most popular cosmetic procedure right now?

**Dr. Matarasso:** Bar none, Botulinum toxin.

**Q:** Is the demand for botox huge in San Francisco?

**A:** San Francisco's a different environment than Los Angeles or New York. We're conservative here. So people do not want to go under the knife quite so much.

**Q:** How long does it take?

**A:** Five minutes. It is so popular because first of all, it's now FDA approved. It's safe and the results are really dramatic. You can go back to the gym, the office, you can go back and resume your activities. You can go back and not have your husband or spouse be aware of it.

I use a fair amount of top-of-the-line anesthesia in conjunction with what I call "talkesthesia." You see, I talk a lot and you have to talk patients through it and educate as you're going.

**Q:** How much does it cost?

**A:** In the Bay Area, the average price is between \$350 to \$400. It lasts three to four months. You do it again. It lasts four to five months. You do it again. It lasts five to six months.

**Q:** You have to keep doing it again?

**A:** It's maintenance, but you never go back to the baseline. The analogy I make is you have a pleat in the pants. The first time you iron it, it's a lot better. You iron it again. It gets better. Every time you do it, the results are longer-lasting. You don't need as much.

**Q:** Are men and women seeking botox?

**A:** If you look at the statistics, it's about 80 percent women, but men are starting to catch on.

**Q:** What do you think of botox parties?

**A:** Botox parties are inappropriate. Botulinum toxin is a medical procedure and should remain in the purviews of a medical environment.

**Q:** What could go wrong?

**A:** What can't go wrong? You are injecting a protein, a foreign substance, a toxin.

**Q:** Besides botox, what else is popular?

**A:** Other injectibles, what we call collagen or bovine collagen. Botox is a homerun for the upper third of the face, for the forehead, around the eyes. Right now people are starting to use it around (the lower part of the face). We're creating a botoxed society. We're creating a society

## Dr. Botox

Dr. Seth Matarasso

- ◆ **Age:** Older than you think, but more experienced than you appreciate
- ◆ **Neighborhood:** Pacific Heights
- ◆ **Favorite S.F. hangout:** Gold's Gym
- ◆ **Favorite vacation spot:** Palm Beach with family

that is completely nondemonstrative.

**Q:** You mean laugh lines?

**A:** They're laugh lines and they're called laugh lines for a reason. The third most common thing is chemical peeling. The fourth most common thing is liposuction and the fifth is hair transplantation surgery.

**Q:** What are the wrong reasons for getting botox?

**A:** Don't come and see me because you're looking for a job or your boyfriend broke up with you. I want you to be competitive, I want you to look as good as you feel, and be confident when you go get that job interview. But no injectable is going to give you a sealed, signed contract. I want you to be in a healthy, loving relationship. But if your wife or husband left you, this is not going to bring them back.

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Dr. Seth Matarasso says he won't give botox injections to people who want to use it to get a job or relationship.

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