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# Botox Brow Lift: Does it Work? Plus Info on the Cost, Side Effects, and Results for 2024

Pls read this before you make an appointment.



BY **IMAN BALAGAM** PUBLISHED: DEC 27, 2023



**N**eurotoxins like Botox are well known and loved for their ability to soften forehead wrinkles and crow's feet, but did you know they've got another super cool use when injected into your forehead? Meet the Botox brow lift (often called Browtox), which subtly lifts your brows to give you a more refreshed and wide-eyed look—even if you haven't slept the recommended eight hours a night in years.

A Botox brow lift is temporary, but it might be exactly what you're looking for if you want a subtle lifting effect in the brow area without going under the knife and dealing with the associated costs and downtime of plastic surgery. Below, I got the scoop from three experts on their take on Botox brow lifts, along with how long it lasts, what the pros and cons are, and whether or not they think it's worth it.



## Can Botox give you a brow lift?

Yes, “you can effectively create a subtle but aesthetically pleasing elevation of the outer brow by injecting Botox into the fibers of the orbicularis oculi—the muscle that

surrounds the eye, located at the tail of the brow," says dermatologist Rachel Westbay, MD.

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Basically, strategically injecting a neurotoxin (like Botox, Jeuveau, Xeomin, Dysport, or Daxxify) into certain muscles at the tail of your eyebrow can relax said muscles that pull the eyebrows downward. "This allows the muscles that lift the brows to work more effectively, resulting in a slight lift," says Kristina Kitsos, a registered aesthetic nurse and injector. This technique can help open your eyes and create a more ~rejuvenated~ appearance.

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## How long does a brow lift with Botox last?

Similar to getting injected in other areas of the face, the brow-lifting effect from Botox will generally last around three to four months on average, Kitsos explains. But factors like your metabolism, muscle strength, dosage, as well as the type of neurotoxin used can influence how long your brow lift lasts. For example, Daxxify lasts about six months on average for most patients (but costs nearly double compared to Botox or Xeomin).



## Is a Botox brow lift worth it?

If a Botox brow lift will be "worth it" for you depends on a variety of factors, including your expectations. Botox brow lifts are a non-invasive way to achieve a subtle lift in the brow area without surgery—but the key word there is "subtle." If you're expecting surgery-level lift that gives you inches more space under your brows, you likely won't achieve that look and could be disappointed by your results.

Also, it's important to keep in mind that a Botox brow lift is only temporary, lasting just a few months, reminds Kitsos. "If you want something permanent, surgery is the

only other effective option," she notes. In that case, "Consult with a plastic surgeon to determine what the right option is for you," Kitsos says.

However, Dr. Westbay does note that most of her patients are very happy with the results of their Botox brow lifts. "The question of its worth, of course, is all dependent on how desired the effect is relative to one's budget—and that's true for all cosmetic procedures," Dr. Westbay adds.

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# What are the cons of a Botox eyebrow lift?

The cons of a Botox brow lift are generally the longevity and price. Because your results only last a few months, you'll need regular treatments to maintain them, which can get quite pricey over time. While it's a great option for those wanting a subtle lift, it might not achieve the same results as a surgical procedure for those seeking a more significant change in brow position, says Kitsos.

There are also possible side effects including "temporary bruising, redness, or mild pain at the injection sites," says Kitsos. But as far as the results, any drawbacks are closely tied to your injector, their injection technique, and whether or not they have used the right number of units.

A few potential concerns patients might have, says Dr. Westbay, could be the injection placement, which when done incorrectly could possibly lead to eyebrow drooping instead of lift (although, this is pretty rare). If your injection is placed too high above the tail of your brow, it can potentially inadvertently hit the lower fibers of the forehead muscle and could paradoxically result in dropping the brow. In the glabellar complex (AKA where you get what people refer to as "11s" lines), incorrect placement can also lead to brow heaviness/depression, and in rarer cases, it could possibly cause a lid droop, referred to as ptosis. Similarly, injecting too high above the procerus muscle (the muscle between your eyebrows) can cause the middle eyebrow to drop, giving the appearance of an angry face. "These usually resolve as the effects wear off," says Kitsos.

However, this is why it's so important to go to an injector you trust and talk through exactly the results you're looking for. Go in for a consultation to meet with your injector before getting any treatments done and research the practice. Look at healed before and after images, DM previous patients to ask them about their experience, and check reviews.

## Is Botox better than surgery brow lift?

Botox is not necessarily "better" than a surgical brow lift; it depends on the look you're going for. "Brow lift surgery may be more suitable for individuals with more significant eyebrow droop, while Botox injections may be better for individuals with mild-to-moderate sagging or those looking for a less invasive option," says Dr. Westbay.

The desired height of your brows also plays a role. "With the correct placement of Botox, the brow may be elevated 1 to 3 mm in height," says dermatologist Ryan Turner, MD. "By comparison, a surgical brow lift may achieve greater than 5 mm in elevation."

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Surgical brow lifts also offer long-lasting results, often several years, compared to Botox, which only lasts a few months. However, Botox simply involves a few pricks from a teeny-tiny needle, while a surgical brow lift is a more invasive procedure, requiring incisions and one to two weeks of swelling and bruising. "Ultimately, the

choice depends on your goals, tolerance for downtime, budget, and the extent of correction needed,” says Kitsos.

## Does Botox brow lift make the forehead look smaller?

"Elevating the brows might give the illusion of a slightly smaller forehead," explains Kitsos, but it won't actually make much of a difference. A Botox brow lift primarily affects the position and shape of the eyebrows, creating a more lifted appearance, but it shouldn't change the look of your overall forehead. These lifts only raise the brows by 1 to 2 mm, which isn't enough to truly alter the size of your forehead.

## How much does a Botox brow lift cost?

On average, the cost for a Botox brow lift can range from \$300 to \$1,000 per treatment session. According to Dr. Westbay, the price will vary depending on the competitive pricing of the location, the credentials of the injector (board-certified dermatologists and plastic surgeons tend to charge more than NPs, PAs, and especially medspas), units used, and what muscle groups are being treated. "A full lift, meaning injections in the glabellar muscles and tail of the brow, could run anywhere from \$350 to upwards of \$1000 in cities like Manhattan," Dr. Westbay says. "For the tail only, prices may range from \$100-\$350," she says. It's important to consult with a qualified practitioner for an accurate assessment and cost estimate tailored to your specific needs—no Groupons, plz.

## Botox brow lift aftercare:

Immediately after the injection of Botox or other neurotoxins, there may be a slight raised bump that resolves briefly after ice and pressure in the office, warns Dr. Turner. He recommends icing at home to minimize the risk of bruising (try a reusable



ice pack or an ice roller), as well as limiting physical activity for a few hours after the injection. He also suggests avoiding facial compression, such as laying your face down for a massage, for a few days post-procedure.

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## Final verdict:

A Botox brow lift can give your eyebrows a slightly higher appearance—anywhere from 1 to 3 mm in height, to be exact—without the high price tag and downtime of a surgical brow lift. However, according to Dr. Turner, the results of Botox and other neurotoxins are temporary, so retreatment every few months is needed to maintain the results. And of course, as with any type of injectable, there are side effects like bruising and swelling, as well as potential risks of eyebrow dropping. All of which is why it's so damn important to research your injector and get a consultation before trying out the treatment. You will never regret spending a lil extra time and money to make sure your results are good, bb.

## Meet the experts:

- Rachel Westbay, MD, is a board-certified dermatologist at Marmur Medical in New York, NY. She is also a clinical instructor at The Mount Sinai Hospital.
- Ryan Turner, MD, is a board-certified dermatologist in New York, NY who is the founder of his own practice. He is also the co-founder of TRNR Skin, a line that combines actives and botanicals.
- Kristina Kitsos, RN, is a registered cosmetic nurse with over 15 years of experience in injectables like Botox and filler. She's based in Los Angeles, CA, and New York, NY. She's also the founder of her own skincare line that features serums, cleansers, and masks.

## Why trust *Cosmopolitan*?

**Iman Balagam** is a beauty contributor at *Cosmopolitan* with nearly three years of experience writing beauty stories that range from phenol peels to laser hair removal services. She's an authority in all skin categories, but is an expert when it comes to Botox, thanks to years of personally researching and testing different treatments and facial services.

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Iman Balagam is a freelance writer who has been in the beauty industry for nearly five years. She has written for and contributed to top women's magazines and digital brands such as Harper's BAZAAR, Allure, Byrdie, Elle and more. She will try \*nearly\* anything and spends a lot of time looking for new ways to store her beauty products in a small New York apartment.