



The Facial Plastic Surgery Clinics of North America picks Dallas Facial Plastic Surgeon's article on Botox as part of the "Best of" edition.

Dr. Benjamin Bassichis, medical director of the Advanced Facial Plastic Surgery Center in Dallas, has been honored by his peers for his work using Botox to treat Frown Lines (Glabella).

(PRWeb via [PRWeb](#)) March 16, 2004--Botox® is becoming a more and more of a household name. However, it is still a drug and the administration of the product is with a needle by a qualified medical practitioner. Dr. Benjamin Bassichis' article, "The use of Botox® to treat glabellar rhytids", teaches other physicians how to effectively erase frown lines. The Facial Plastic Surgery Clinics of North America recently selected Dr. Bassichis' article on Botox as part of its prestigious "Best of" edition. In his article, Dr. Bassichis states, "although Botox is a very effective product, the effectiveness is based on the provider." Dr. Bassichis firmly believes in this statement and performs all Botox injections on his patients himself. He customizes the treatment for each individual to achieve maximized aesthetic outcomes, and does not believe in the "cookie cutter" approach to Botox therapy.

Dr. Bassichis is devoted to teaching and advancing the field of Facial Plastic Surgery. He lectures at monthly Grand Round Seminars at the University of Texas-Southwestern Medical Center, where he holds an academic appointment of Clinical Assistant Professor.

In addition to customized Botox treatments, Dr. Bassichis performs other non-surgical therapies for facial rejuvenation. Restylane, which recently received FDA approval for facial wrinkles, is an effective tool to erase deeper lines and add volume to different areas of the face, such as the lips. Complimentary facial plastic surgical consultations are also available.

For more information or to schedule an appointment with Dr. Bassichis, call 972-774-1777.



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