

Botox tries to smooth out its image

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The owners of the Botox brand are launching a new advertising campaign called "Freedom of Expression" in an effort to improve the toxin's image and dispel what it claims are myths about the product.

{mosgoogle} Botox, because it paralyses the muscles in the treated area, has been criticised for inhibiting the patient's ability to frown or make other facial gestures. Some film directors in Hollywood have even gone so far to say that they cannot work with actors or actresses who've had Botox treatments because they are unable to portray a wide range of emotions.

To counter this image, Botox's Freedom of Expression campaign will try to dispel what is said is a myth that treatment with Botox freezes the user's face. The strategy will seek to educate the public that they can use Botox and still have a wide variety of facial expressions.

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The strategy has been deemed as risky by some media commentators, though, since it is based on a direct criticism of the product, especially at a time when consumers are becoming increasingly wary of whether advertising of medical products can be misleading. Roche Pharmaceutical, manufacturer of weight loss drug Xenical, has been criticised by some consumer groups who accuse it of using advertising that breaches the spirit of TV advertising guidelines. In addition, the company came under fire from Australian regulators who banned one of the company's ads for Xenical .