



Botox by bike

Claire Thrift often starts the weekend with a takeaway pizza or curry, but she had never phoned for a Botox injection. But Claire has become one of the first people to make use of the UK's first home-delivery medical cosmetic service.

Dubbed "Botox-on-a-bike", a range of therapies is being offered by Botanics, a London-based chain of clinics.

The treatment are administered at homes or offices by a doctor who comes to call on his motorcycle.

Services include skin peels, Botox and injectable wrinkle fillers – administered by Dr Cyrille Blum.

Dr Blum, 55, a Parisian with 15 years' experience in the field, is the main house doctor for Botanics and for the past few weeks, he has been busy riding across London, his panniers full of syringes and an icebox of refrigerated Botox on the back of his bike.

"A lot of people like it because it's discreet," says Dr Blum.

For further information go to their website at: www.botanics.co.uk

DO YOU EVER feel depressed after reading the beauty pages of women's magazines? Rather as if you had just been given a talking to by a very pretty Head Girl? And does it also get you down when you see that the "instructions for use" on a bottle of foot soak reads: "First, take off shoes and socks"? Well, don't worry. The world of beauty may be inane today, but it's certainly better than it used to be.

I know because I recently came across a copy of a 1961 book called *Secrets of Poise, Personality and Model Beauty*. It's a promising title (don't we all yearn for a personality, ladies?) but the contents inside surpass all hopes. It reads like the official handbook for the Stepford wives.

"It is a woman's birthright to be attractive and charming. In a sense, it is her duty too," writes the author, one John Robert Powers (the self-same founder of the Powers System, a modelling agency-cum-

Beauty spot

Hermione Eyre



finishing school still going strong in London and Beverly Hills). Powers takes a fatherly tone ("Let me tell you the story of Connie Jones..."; "A word about your feet") and tends to end his chapters with spirited admonitions: "Glow, young women, GLOW!" Sometimes his advice is outlandish. Never pluck your



nasal hair, he states, since "death has actually resulted from tweezing this area". (This seems unlikely. The writer Plum Sykes once had her nose waxed, and she is still with us.)

Women possibly benefited from Powers' book, but their menfolk certainly did. "Spare your husband the unsightly view of yourself in curlers," he says. And in the chapter "How You Can Achieve Charm in Voice and Conversation" he advises: "DO use pleasant facial expressions" and "DON'T contradict flatly".

It makes you realise how hard it must be for men, now women have awkward things such as opinions and furrowed brows. Or do we? Sometimes it seems Powers still has a hold. But at least we don't any longer have to use his recipe for facial bleach ("one-fourth cup of peroxide, ammonia water and granulated soap suds"). Thank heavens for feminism and Jolen Cream Bleach.

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