



Fresh is the new frozen when it comes to facial rejuvenation, yet many of us remain unaware that the words 'subtle' and 'cosmetic surgery' can be used together.

Yes, frown lines between the eyebrows can make a person look stressed, old and even angry, but few of us are taking action to learn about treatment options that have natural-looking results, according to new survey commissioned by [Galderma Laboratories, Inc.](#)

Fully 74 percent of women and men aged 30-50 would be more interested in anti-aging treatments *if* results looked natural.

But there is no if anymore. Today's treatments can produce natural-looking results. It's all up to what you want and your doctor's hands.

"No one should have frown lines that bother them when an injectable treatment option like [Dysport®](#) can provide natural-looking results," says [Paul Jarrod Frank, MD](#), a dermatologist in New York City, at a media event launching Galderma's new #breaktheice campaign. Dysport® is a neuromodulator that is used to combat wrinkles between the eyes. He was joined by dermatologist [Marina Peredo, M.D.](#) and plastic surgeon [Kaveh Alizadeh, M.D.](#) who added their insights on what patients really want today.

The #breaktheice campaign aims to help get people talking about the newest and most natural-looking options. Galderma's recently launched Don't Freeze Me, Dysport® Me advertising campaign also speaks to the many people who want to lose their frown lines, but don't want to lose themselves.

In the new survey, 64 percent of respondents said they noticed frown lines between their eyebrows as they age, first seeing these lines on average at age 34. Additionally, 77 percent reported noticing frown lines on their friends, family members and coworkers. And 74 percent reported thinking about their face looking older one or more days a week. Men and women are more aware of their frown lines when they catch a glimpse of themselves in the mirror (70 percent) and get ready in the morning (56 percent), the survey showed. Less than 40 percent of Americans said they would be comfortable talking about their interest in treatment with a healthcare specialist, the survey showed.

"Knowing that so many people worry every week about their frown lines between the eyebrows, but that so few are comfortable discussing treatment options – even with a healthcare specialist like myself – is unfortunate," says Dr. Frank.

About The Break the Ice Survey

The Break the Ice Survey was conducted online by Wakefield Research on behalf of Galderma Laboratories, Inc. among a representative sample of 1,001 U.S. women ages 30-50 and 1,000 U.S. men ages 30-50, between February 12th and February 19th, 2016. The margin of sampling error at the 95 percent level of confidence is +/- 2.2 for the total respondents.