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For high-flying women, grooming may be the difference between promotion and interpersonal. Little wonder, experts say, that high-flyers are investing in cosmetic procedures. And now, a new trend is taking hold: the "face value" treatment. It's a new way to look good, and it's all about the face.

**Natasha Hughes**  
They're getting plastic, and now they're getting it right.



**Face value**

**CUTTING EDGE**

Women think their credentials speak for themselves. They are selling themselves short.

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They're polished, they're wearing make-up, they know what to do." Which increasingly means undertaking regular non-surgical cosmetic procedures, especially Botox, injectable dermal fillers and laser treatments. These procedures can freshen and soften features, making women "more user friendly in the workplace", according to Marilyn Cassetta, a registered nurse and "injector" at Sydney's Silkwood Medical, where 40 per cent of clients are high-flyers. "It's the CEOs, the vice-presidents, the lawyers and the doctors. They've achieved a level of success early, they're in their 50s and need to have a little more useful edge to the game. They say, 'Do what it takes,'" says Cassetta.

"They've got two primary concerns. They say 'People won't walk into my office because I look cranky'. They want to get rid of the frown lines or they won't get promoted. Then the middle-aged woman is worried about what we call the smoking lines, which give her a sourpuss look."

# Face value

For high-flying women