

Faces don’t age in a template. A high forehead with fine skin behaves differently from a short, muscular forehead; almond eyes crease differently from round eyes with malar bags; a tapered V-shaped jawline carries masseter tension differently than a square, hypertrophic bite. The difference between natural looking Botox and a result that looks “done” usually comes down to how carefully the injector maps those nuances. Technique matters, but so does anatomy, proportion, and, most overlooked, your face shape.

I have treated hundreds of patients for cosmetic and therapeutic goals using Botox Cosmetic and its peers. The most satisfied patients share a pattern: we began with a personalized Botox plan anchored to facial shape, muscle balance, and skin quality, then layered in dosage, dilution, and timing. This approach works whether the goal is softer forehead lines, a subtle brow lift, crisper eyes without “frozen” corners, or a slimmer jawline from masseter botox. Below, I’ll walk you through how I think about forehead, eye, and jawline treatments across common face shapes, with practical details on units, expected Botox results, aftercare, and the trade-offs worth knowing.

Start with structure, not just lines

Wrinkles don’t appear randomly. They form along vectors where muscles repeatedly fold skin. Skin thickness, fat distribution, and bone shape determine how those folds show. A round face often hides early lines because of more subcutaneous volume, but can look heavy if the upper face is over-relaxed. A heart-shaped face, with broader cheeks and a narrower chin, can tolerate a touch more brow elevation without appearing surprised. A square face often has stronger masseters and a flatter frontal bone, which calls for careful forehead dosing to avoid brow heaviness. An oval face tends to be the most forgiving, yet still benefits from precise brow shaping to preserve expression.

When you frame treatment by shape first, you avoid one-size-fits-all dosing and get closer to subtle botox results that move naturally in conversation and photographs.

Forehead strategy by face shape

Forehead botox is deceptively simple. The frontalis is the only elevator of the brows, so anything that relaxes it risks dropping the brows. That’s why “how many units of botox for forehead” never has a single correct answer. I typically anchor forehead work to the patient’s brow position, forehead height, and degree of glabellar pull from the frown complex.

Oval faces often carry a balanced frontalis. A moderate dosing range, commonly 6 to 12 units across the upper third of the frontalis, softens horizontal lines without erasing the natural arch. I place the bulk of the dose higher than mid-forehead, sparing lower fibers to preserve lift. If frown lines are strong, treating the glabella in the same session often improves both safety and aesthetics because it removes the downward pull that can otherwise unmask heaviness.

Round faces may already look lower in the upper third because of volume. I respect this by keeping the lower frontalis relatively active. The dose often trends lower - think 6 to 10 units - placed high and laterally, with a few feathered micro injections midline. Patients who want baby botox or preventative botox often do very well here, as small, well-placed units reduce lines and oiliness without flattening the upper face.

Heart-shaped faces can accept a touch more lateral lift. I often paint a soft arc laterally to produce a subtle eyebrow lift botox effect, usually with 2 to 4 units per side. If the central forehead is etched with deeper lines, I split small aliquots in a staggered pattern rather than a straight grid. The aim is a gentle, crisp forehead with an elegant brow position, not a sharp “surprised” look.

Square faces frequently present with stronger corrugators and procerus, along with a heavier frontalis. Here I prioritize treating the frown lines first - typically 12 to 24 units across the glabella complex, adjusted to muscle thickness - before finalizing the forehead plan. Once the downward pull is controlled, smaller forehead doses, often 6 to 10 units, achieve more while avoiding brow drop. A patient with a low-set brow and strong frontalis might need even less along the mid and lower forehead. This is one of the edge cases where restraint pays off.

Short foreheads require extra caution. The shorter the distance from brow to hairline, the more likely a standard pattern will drop brows. I treat only the upper one third of whatever space exists and consider fewer units with more dilution for better spread. Micro botox can help with sheen and fine lines without sacrificing lift.

A word on lines that persist at rest. If horizontal creases remain etched after relaxation, Botox reduces their depth, but dermal resurfacing or very superficial filler may be needed for full smoothing. These combination strategies should be conservative in the forehead, especially near vessels and in thinner skin.

Eyes: crow's feet, brow position, and under-eye nuance

Crow's feet fold along the lateral orbicularis oculi. The trick is relaxing those fibers while preserving a genuine smile. I treat by face shape and eye shape together, because brow width, lateral hooding, and cheek support change how Botox plays around the eyes.

Oval faces usually do well with 6 to 12 units split across three to four points per side, high and lateral to avoid under-eye spread. If the goal includes a non surgical brow lift botox effect, I add a tiny lateral brow injection, 1 to 2 units, to lighten the tail without pushing the apex too high. Patients worried about "smile flattening" often prefer a baby botox approach at the first session, then a botox touch up two weeks later to refine.

Round faces often have fuller cheeks and can develop medial crow's feet sooner. I steer injections slightly more superior and posterior to limit infraorbital diffusion. If malar bags or fluid retention is present, lower doses and a more superior vector minimize puffiness. These patients often appreciate pairing Botox with skincare for pore reduction, because strong smile muscles can drive oil and shine at the temple-cheek junction.

Heart-shaped faces typically carry a natural lateral lift. Too much weakening at the crow's feet can produce a flat outer smile. I keep units modest, focus on the lines that persist at rest, and consider a tiny depressor supercilii point if the inner brow over-pulls during frowning. A subtle eyebrow lift botox at the tail can be flattering when the outer brow naturally sits higher.

Square faces tend toward stronger muscles. Crow's feet here may require the higher end of the usual dosing, say 10 to 14 units per side, but spacing and depth matter more than simply adding units. I stay superficial at the lateral canthus to capture [Additional resources](#) fine lines and avoid injecting too far inferiorly, which can worsen the look of under-eye fullness.

What about under-eye lines? Direct lower-lid botox risks changes in smile mechanics and eye closure. In selected cases - fine lines in thick-skinned, younger patients - a micro dose strategy can gently smooth crepiness. For most, skin treatments or energy-based devices offer more reliable results. Botox shines laterally and at the brow tail; under the eye, judgment keeps results safe.

The glabella: frown lines and balance with the forehead

Frown lines are a strong vector for apparent aging, and they influence the whole upper face. Treating the glabella, when indicated, changes forehead strategy because you remove a powerful brow depressor. A common starting range for moderate frown lines is 16 to 24 units distributed among the corrugators and procerus. Men, and women with thicker muscles, often need more. For baby botox or first time botox, I might begin at 12 to 16 units and reassess at two weeks.

Persistent elevens at rest may need the full corrective dose for two or three sessions before they relax into softer, flatter skin. If etched grooves remain, very conservative filler can help, but only after several cycles of effective relaxation to reduce the risk of Tyndall effect and lumping. Patience matters here: treating glabella properly makes it easier to deliver natural looking botox in the forehead, with fewer units and better control of brow position.

Jawline and masseter botox: slimming, clenching, and symmetry

Jawline botox is one of the most gratifying treatments when performed with care. For patients with square or heavy lower faces caused by masseter hypertrophy, masseter botox can slim the jaw over several weeks, soften a bulky angle, and reduce teeth grinding. It also helps TMJ symptoms in some people. The aesthetic win is typically visible by week three to six, with continued refinement to three months.

Square faces benefit most, because the hypertrophy often widens the lower third. Initial dosing commonly ranges from 20 to 30 units per side for women and 30 to 40 units per side for men, then adjusted based on strength and size. I avoid injecting too superficially or too anteriorly to protect the risorius and zygomaticus muscles that pull at the corner of the mouth. Symmetry is addressed not just by matching units left and right, but by respecting side dominance. Chewers and grinders nearly always have a dominant side.



Round faces need precision to avoid over-slimming the lower third in a way that makes the midface appear heavier. I often start lower, 15 to 20 units per side, and reassess at eight weeks. A staged approach preserves harmony and reduces the risk of unwanted hollowness at the angle with weight change or aging.

Heart-shaped faces can look elegant with a very light touch, particularly if the goal is jawline refinement rather than slimming. Small, targeted doses placed high in the bulk of the masseter can produce a gentle taper without flattening the curve from ear to chin. If a gummy smile bothers the same patient, tiny units at the levator labii superioris alaeque nasi may help, but those should be placed by an injector who treats that area routinely.

Oval faces sit in the middle. The decision turns on function - jaw clenching, tension, headaches - as much as aesthetics. For TMJ botox treatment or botox for teeth grinding, I weigh therapeutic goals first, often starting at 20 to 25 units per side and titrating based on symptom relief and bite strength. A bite guard can enhance and extend results.

Mapping baby botox, micro botox, and “preventative” dosing

Not every face needs classic per-site units. Baby botox uses very small aliquots to soften motion while preserving expression. It is useful for expressive professionals on camera, for men who fear brow lift, and for first-time patients who want to test their comfort. Micro botox - higher dilution, shallow placement - improves superficial texture and oil with minimal impact on muscle motion. Neither approach replaces standard dosing for deep lines, but both serve as smart maintenance and early intervention.

Preventative botox helps when faint lines have begun to etch but are not deep at rest. The aim is not to erase every movement. It is to interrupt the habit of folding the same skin hundreds of times per day so collagen breakdown slows. In

practice, that often means 4 to 8 units in the glabella or crow's feet and light touches in the forehead, repeated at longer intervals. Too much too early can flatten natural expressiveness that defines a face.

The brow lift question

An eyebrow lift botox, sometimes called a non surgical brow lift, depends on two levers: relaxing depressors (glabella and lateral orbicularis) and carefully sparing or lightly treating the frontalis. Not every brow will lift. Short foreheads with low-set brows rarely tolerate aggressive elevation. Heart-shaped and oval faces with decent lateral skin quality can achieve a visible but subtle lift, often in the range of 1 to 3 millimeters. That sounds small; on a face, it can open the eyes enough to change how makeup sits and how photo lighting reflects.

The key pitfall is chasing lift with too much lateral forehead dosing. That pattern can flatten the lateral arch and lead to brow drop. Less is more.

Units, timing, and how long Botox lasts

Muscle strength, sex, metabolism, and exercise shape duration. For most cosmetic areas - forehead, glabella, crow's feet - the sweet spot is 3 to 4 months. Some patients, especially athletes with high metabolism, feel the fade closer to 10 to 12 weeks. Masseter botox often lasts longer, up to 4 to 6 months or more, because that muscle is large and dosing is higher.

As for onset, people often ask how soon does botox work or when does botox start working. Expect early softening within 2 to 4 days, clear change by day 7 to 10, and full effect at two weeks. That is why I schedule botox touch up visits around day 10 to 14, when any asymmetry or under-treatment can be corrected with small additions.

Safety, side effects, and judgment calls

Is botox safe when used correctly by qualified injectors? Yes, with decades of data behind cosmetic and medical use. The most common effects are short-lived: pinpoint bruising, mild swelling, a headache the first day, or temporary eyelid heaviness if a dose diffuses where it should not. Rare side effects include eyelid ptosis or smile asymmetry, which nearly always resolve as the product wears off.

Good technique lowers risk. So does choosing the right patient for the right area. A heavy upper eyelid with dermatochalasis is poorly served by aggressive forehead dosing. A big event within a week is not the time to try a new pattern. An injector who says no to an area based on your anatomy is doing their job.

Where Botox ends and fillers begin

Botox for wrinkles works on dynamic lines. Filler adds support or volume for static folds and deflation. In the upper face, filler is used sparingly and strategically. In the midface and lower face, fillers often complement jawline botox by restoring cheek support and improving the labiomenal angle. If you are comparing botox versus fillers, think of Botox as a motion control tool and filler as a structural tool. They often pair well: botox and fillers in a staged plan can reduce lines and lift contours more naturally than either alone.

Price, packages, and expectations

"How much does botox cost" varies by market, product, and provider skill. Pricing is commonly per unit. Some clinics offer botox package deals or a botox membership with preferred pricing. Cost per area can be helpful for budgeting, but units reflect your unique anatomy, so a reputable clinic will discuss ranges. Don't choose based on cheapest price per unit. Dilution, technique, and follow-up matter more than a minor price difference. When you search "botox near me for wrinkles," look for the best botox clinic for your goals, not just a coupon.

The consult that leads to better results

A focused botox consultation should include your medical history, medications that affect bruising, prior treatments, and your functional habits - screen time brow-raising, gum chewing, nighttime clenching. A good injector will ask what expressions you love and which you wish were softer. They will map injection sites on your moving face, not a static grid. They will explain advanced botox techniques when needed, like micro botox for shine or targeted points for bunny lines on the nose, chin dimpling, or platysmal neck bands.

Expect honest talk about realistic Botox before and after changes. For migraines botox treatment or hyperhidrosis botox treatment, dosing and patterns differ, and insurance or medical documentation may enter the discussion. If you are curious about neck botox for bands or a lip flip botox for a subtle eversion, those can be added once core areas are stable and you know how you respond.

Two practical checkpoints for natural results

- Keep movement where it flatters you. Identify two expressions you want to protect - maybe a half-smile crinkle or a subtle eyebrow lift - then design the plan around them.
- Think in cycles, not single sessions. The best outcomes come from two to three well-calibrated visits over 6 to 12 months, with maintenance thereafter. You learn how many units of botox for forehead, frown, and crow's feet your face prefers, and you lock in a cadence.

Aftercare that actually affects outcome

Most aftercare lists are long; only a few rules matter. Stay upright for four hours, keep your hands off the spots, skip strenuous workouts for the day, and avoid heavy drinking that evening. The question can you work out after botox comes up a lot. Light walking is fine. Intense exercise increases blood flow and may alter diffusion on day one. Delay massages and facials for 24 hours. Makeup is fine after an hour if bleeding points have closed.

If a tiny bruise appears, cool compresses help. A small lump from saline will flatten within hours. If an eyebrow feels heavier than expected at day 3 to 5, flag it, but wait until day 10 to decide on a touch up. The physiology needs time to declare itself.

Men, women, and age considerations

Botox for men, sometimes called brotox, generally involves higher units due to muscle mass and different aesthetic goals. Men often prefer a straight, low-movement brow with strong lateral control. Women frequently want a cleaner, lighter lateral brow and softer crow's feet. These are patterns, not rules. The best age to start botox depends on genetics and expression habits more than the calendar. Some start in the late twenties with baby botox forehead doses to prevent etching; others begin in their thirties or forties when lines are visible at rest.

For first time botox patients, I usually underdose slightly, then fine-tune at two weeks. The goal is a positive first experience with predictable Botox [Burlington botox](#) downtime and easy botox recovery time. Once you trust the process, we can lean into corrective dosing where needed.

Special notes on oily skin, pores, and shine

Micro botox placed very superficially can reduce sebum and the appearance of pores on the T-zone or lateral cheeks. It does not replace skincare but can complement it, especially for on-camera professionals. The effect appears within a week and lasts 6 to 10 weeks. It is excellent for events and photos when timing is right. For patients who ask about botox for oily skin or botox for pore reduction, we discuss this approach separately from wrinkle treatment, because depth and dilution differ.

Alternatives and product choices

Dysport vs botox or Xeomin vs botox often comes down to injector preference and patient response. All are neuromodulators with similar effects. Some patients feel Dysport sets a day faster; some find Xeomin gentler in repeat treatments. Conversion ratios are not identical, so avoid comparing raw unit numbers across brands. If a prior product served you well, you can stick with it. If not, a trial switch is reasonable.

Building a personalized botox plan

A customized botox treatment for forehead, eyes, and jawline begins with priorities. If jaw clenching is the main complaint, the plan emphasizes masseter relief, then fine-tunes crow's feet and forehead in smaller doses to keep expressions lively. If a lifted, brighter eye is the goal, we pivot to targeted crow's feet treatment, a careful lateral brow lift, and conservative forehead dosing. For a square face desiring slimming, jawline botox sets the stage, and fillers later can sharpen the chin or mandibular line if needed.

A personalized botox plan is iterative. Expect photos each visit, including neutral, frown, raised brow, and full smile views. Those Botox before and after angles teach both patient and injector where the face thrives with relaxation and where it wants more movement. Over time, you will know how often to get botox for your lifestyle. Most settle into three to four visits per year for the upper face, and two per year for masseters once the ideal contour is reached.

What not to chase

There are times to wait or redirect. Deep forehead creases in a sun-damaged, thin forehead are unlikely to vanish with any amount of toxin alone. Under-eye crepiness with lax skin may worsen if lower-lid orbicularis is weakened. Heavily hooded lids can look heavier if the frontalis is over-relaxed, a case where brow surgery or skin tightening suits better. A lip flip botox can be charming, but overdone it affects drinking from a straw and speech sounds. Choose subtlety, and let function guide the dose.

The bottom line for face-shape customization

Treat the face you see, not a chart. Start with structural tendencies by shape, calibrate to muscle strength, and adjust to the emotions you want your face to keep. Use baby botox where nuance matters, and full corrective dosing where etching demands it. Leave yourself a margin for expression. Ask questions during your botox appointment, and expect a plan that makes sense to you: where the injections go, why those units, and how they will shift your brow, eyes, or jawline.

If you are searching for the best botox doctor or the best botox clinic, review training, ask how they approach facial mapping, and look at unfiltered botox patient reviews with faces that move. A steady, individualized approach wins every time.