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For high-flying women, grooming may be the difference between promotion and demerolism. Little wonder, reports **Natasha Hughes**. They program botox appointments into their BlackBerries.



Face value

Makeover pros and their latest trends may be the "it" of the moment, but the real key to staying on top is to invest in your skin. The high-flying women who have built successful careers in business, law, and medicine are also the ones who are most likely to invest in their skin. They're willing to spend big on the latest treatments, from botox to laser, to keep their skin looking young and glowing. And they're willing to spend big on the latest treatments, from botox to laser, to keep their skin looking young and glowing. And they're willing to spend big on the latest treatments, from botox to laser, to keep their skin looking young and glowing.

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CUTTING EDGE

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

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Face value

For high-flying women

Plastic and cosmetic surgeon Dr Mark Edinburg says in the past four years there has been a huge increase in the number of corporate women undergoing non-surgical procedures. "What they're looking for is subtle improvements. They play it conservative and safe and come back for a top-up in a couple of weeks if necessary."

Dr Edinburg says what differentiates the high-flyers from other clients is "they know exactly what they want". This also applies to make-up and hair care because, even with the boom in procedures, looking "naturally" groomed is a key to corporate success.