

PIXEL PERFECT

The face of tech gets a boost from Botox.

by BROCK KEELING

Save for the Hollywood casting couch or Disney Channel upfronts, nowhere does youth matter more than in the ostensibly egalitarian Bay Area tech industry. A lack of youthful insouciance could cost your average techie important VC funding and/or the perceived respect of the aforementioned techie's fresh-from-Stanford employees. Enter—or inject, as the case may be—Botox. Lots of it.

who are seeking funding, or who want to keep relevant in a business culture where a youthful perspective is valuable currency (case in point: Evan Spiegel was just 21 years old when he launched Snapchat), enduring a little needlework is practically a requirement.

Let's not believe that only *Vogue*-indoctrinated tech women are clearing the cache, so to speak, on their faces, it's actually the dudes who dominate this testosterone-spiked tech sector. Facebook demigod Mark Zuckerberg said it best at a 2007 Y Combinator startup event at Stanford: "Young people are just smarter." Ouch.

"One man who owns several companies and is big in the tech world—you'd know his name if I told it to you—had his eyes done at the request of his branding consultant. And they asked him to get [the procedure] done prior to asking for funding," Chang reveals. Stories like this are the norm for her esteemed clientele.

"There's increasing pressure for those in their 30s and up to look young," says SF plastic surgeon Dr. Carolyn Chang. "Thirty is perceived as getting old, and 40 is definitely old." For those 30-and-older workers who are just starting out in the tech industry, who are seeking funding, or who want to keep relevant in a business culture where a youthful perspective is valuable currency (case in point: Evan Spiegel was just 21 years old when he launched Snapchat), enduring a little needlework is practically a requirement.

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toxin (née botulinum toxin) used to treat muscle spasms in muscles—i.e., those unforgiving deep canyon between the brows. Approved for use on humans in the late 1960s, San Francisco helped develop a Botox (for cosmetic purposes), the Botox craze rose in popularity, and by 2018. "To me, Botox is a double-edged sword," Simon Cowell says. "It's a double-edged sword for those in their 30s and up to look young," says SF plastic surgeon Dr. Carolyn Chang. "Thirty is perceived as getting old, and 40 is definitely old." For those 30-and-older workers who are just starting out in the tech industry,

the law dictates that no unlicensed persons, like medical assistants, may inject Botox, many places are not well supervised. "The federal government has bigger fish to fry," Matarasso explains. "They're not looking at who's doing these injections."

The sweet poison can slow down the appearance of aging, but there's no sign of ageism slowing down in the Valley. At last, Southern California's unfairly maligned vanity makes its way up north. As Matarasso says, "Not a day goes by without someone in the tech world—some virtuoso coder carrying a skateboard—coming into my office looking for a change." X