

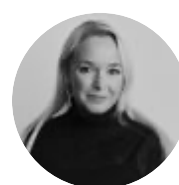


Jonathan Knowles / Getty Images

SKINCARE

It took me 60 seconds to buy Innotox, the ‘DIY Botox’ that's going viral

Here's what you need to know.



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60 seconds. That's all it took for me to buy Innotox off a third-party website before heading onto Amazon to buy some disposable syringes. And I'm not alone. DIY Botox is going viral, with the hashtag #innotox racking up 77.6M posts on TikTok.

Many of these videos start with a close up of a frozen forehead peppered with tiny paint-by-numbers dots to show the injection sites. What follows is step-by-step advice for how many units to inject, delivered with the same enthusiasm as a foundation tutorial.

