

DEAR LUCY

based on a column by Lucy Kellaway

I recently lost my job and am now freelancing as a media consultant. This involves constant networking and pitching and is a bit soul-destroying.

A friend has suggested that I boost my self-esteem with a bit of Botox. She argues it will make me look younger, fresher and smooth out the lines of worry on my forehead – and will quickly pay for itself. I can't help noticing that I am looking much older than a lot of my peers, all of whom have had work done.

Should I go for it? Is it a good investment?

Struggling consultant, female, 48

Lucy's answer

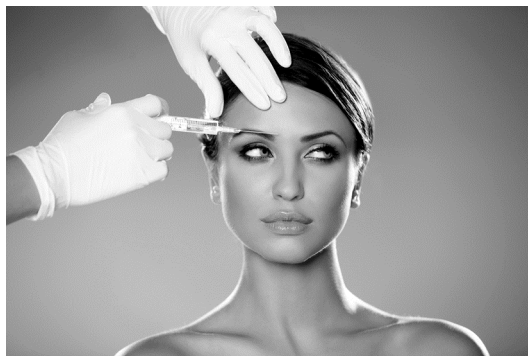
This is a question I can answer with considerable authority, as I'll explain in a moment.

But first: is Botox a good investment? In theory I don't see why it shouldn't be. There has been quite a bit of research done to show that people who look good
5 do better, mainly because they are more confident. If Botox made you more confident, then you might well land new business as a result.

However, this is an area where it is hard to get good advice. If you ask people, especially men, whether you should inject nasty things into your face, they will all say no (which is just as well as you wouldn't want them to say yes,
10 would you?). Most women say no too, even the ones who secretly sneak off to dates with doctors with syringes themselves. People lie about their Botox even more than they lie about how much they drink.

I only know a small handful of women who openly admit to having had this done. It would be nice if I could say that they all looked grotesque, but alas they
15 all look annoyingly good. Thinking about this, I used to feel the same as you – that if everyone else was moving the goal posts, perhaps I should too.

30, a few months ago, I went with a friend to a doctor who shone a bright white light in my face and carefully
20 explained how my cheeks were collapsing and how the lines were deepening. Even parts of my face that I hadn't noticed were bad turned out to be so. "You've got a very low brow," she
25 said disapprovingly.



The urgent work would require three syringes of "filler" at about £300 (\$471) each, all lasting only nine months, with a bit of Botox around the edges. The bare minimum would cost about £1,500 a year.

30 I looked at her peculiarly smooth, impassive face, and I considered my options: looking old or looking weird. Expressed thus the answer was easy: looking old isn't so bad. And it's much cheaper.

In return for listening to just how clapped-out I am, I paid a fee of £90. It was the best investment I have ever made, and I strongly recommend you do the
35 same. This wretched doctor has put the fight back in me. Never have I felt happier – defiant even – about my deep frown lines and collapsed cheeks. I chose them.

ft.com, 2011

Tekst 7 Dear Lucy

- 1p 26 What made the “Struggling consultant” consider using Botox according to her letter?
- A In her new line of business she is confronted with younger competitors.
 - B It was pointed out to her that improving her looks might help her get more work.
 - C She became unemployed because she felt insecure about her appearance.
 - D She knows that if potential employers learn her real age they will not hire her.
 - E The stress of having to find new employment has prematurely aged her.

“This is a question I can answer with considerable authority” (line 1 of **Lucy’s answer**)

- 1p 27 What does Lucy’s authority consist of according to the text?
- A She has gone through a similar phase and has actually consulted a plastic surgeon.
 - B She has personally investigated the effects of plastic surgery on people’s careers.
 - C She is an expert at finding out which are the cheapest deals for cosmetic surgery.
 - D She is intimately acquainted with a large number of women who have undergone treatment.
- 1p 28 What is the function of lines 7 to 12?
- A To explain that Botox is a more poisonous substance than alcohol.
 - B To illustrate that men and women think differently about Botox.
 - C To make clear that Botox is still a taboo subject for most people.

“... they all look annoyingly good” (regels 14-15)

- 1p 29 In welke zin later in de tekst spreekt Lucy dit weer tegen?
Citeer de eerste twee woorden van deze zin.
- 1p 30 Which of the following fits the gap in line 17?
- A Likewise
 - B Nevertheless
 - C On top of this
 - D That’s why

- 1p 31 Welk van de volgende woorden is duidelijk ironisch bedoeld, gezien Lucy's uiteindelijke keuze?
- A carefully (regel 19)
 - B disapprovingly (regel 25)
 - C urgent (regel 26)
 - D cheaper (regel 32)

"It was the best investment I have ever made" (lines 33-34)

- 1p 32 Why does Lucy come to this conclusion?
- A She had to pay considerably less for a Botox treatment than her friends.
 - B She had wholeheartedly accepted that she was ageing visibly, after her visit to the doctor.
 - C She was told how to get rid of her wrinkles without having to undergo surgery.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.