

MEDIA RELEASE

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Australasian College of Cosmetic Surgery raises standards on advertising

The Australasian College of Cosmetic Surgery (ACCS) has raised industry standards by introducing a new Advertising Code that will help people make more informed decisions.

Dr Michael Zacharia, President of the Australasian College of Cosmetic Surgery, said the College reviewed its Advertising Code in December 2006 to address community concerns about misleading advertising.

“We are not aware of any specific incidents involving members of our College in relation to advertising but it is our objective to raise standards in the cosmetic surgery field including advertising. We wish that other practitioners and associations will also adopt stricter advertising regulations,” Dr Zacharia said.

“Members of the College are prohibited from advertising procedures for which they are not accredited by the College unless an explicit disclaimer is given.

“Our updated Code ensures that the public is appropriately alerted to the difference between ACCS surgically and ACCS medically qualified fellows. Medically qualified members are trained in and accredited to perform non-surgical procedures such as laser treatments, while surgically qualified members can perform both medical and surgical procedures.

“Our Code states that photographs should not be enhanced in any way and show typical and realistic results. Also, advertising that includes comparisons with a competitor is not allowed,” he said.

The Australasian College of Cosmetic Surgery is the only professional organisation in Australia which provides training, accreditation by examination and mandatory annual recertification specifically in cosmetic surgery and cosmetic medicine.

Medical practitioners with at least five years approved basic postgraduate experience can apply to join a two-year cosmetic surgery or cosmetic medical training program organised and supervised by the College. Satisfactory completion of these training programs will allow a candidate an invitation to sit the College’s examinations.

Since its foundation, the College has been pushing for new rules that would raise surgery standards and protect patients. It is looking to cooperate with industry groups such as the Australian Medical Association, the Victorian Medical Practitioners Board, Government and regulatory bodies to establish higher standards of skill and practice in the field of cosmetic or aesthetic surgery.

The ACCS was established in 1999 as the only multidisciplinary body in Australia which offers formal training and accreditation in cosmetic medicine and surgery. The College has medical and surgical faculties which accredit cosmetic physicians and surgeons.

For more information, visit www.accs.org.au or call 1800 804 781.