



The Australasian College of Cosmetic Surgery

Raising Standards, Protecting Patients

MEDIA RELEASE

Empowering Consumers: Australasian College of Cosmetic Surgery launches Code of Practice Seal at Cosmetex 2012



Your assurance of a high standard

Over 1100 cosmetic medical practitioners and exhibitors are meeting in Cairns this week for Cosmetex 2012, a four-day conference organised by the Australasian College of Cosmetic Surgery (ACCS).

The annual Cosmetex conference, which brings together cosmetic and plastic surgeons, dermatologists, cosmetic physicians and nurses, is one of the world's most important meetings in the specialty area of cosmetic medical practice and the largest of its kind in the southern hemisphere.

At this year's Cosmetex conference, the ACCS is launching its Code of Practice Seal.

"Prospective patients will be able to see at a glance that the doctor with whom they are considering undergoing a procedure practices under a set of strong professional and ethical standards," College President, Dr Colin Moore said.

Noting the significant and increasing media interest each year at Cosmetex, Dr Moore said the conference provided an excellent opportunity to highlight the importance of consumer empowerment and education.

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“Consumer information must keep pace with the growth of cosmetic medicine and surgery, Dr Moore said.

“It is estimated that Australians now spend as much as \$1bn annually on appearance medicine, and spending continues to grow, even in a less confident economy.”

“At the same time we are seeing inappropriate advertising practices encouraging people to ‘buy now and save’. The College frowns upon practices such as these as there are many factors that need to be properly considered by a patient when selecting a practitioner for any given procedure. Inducement to ‘buy now’ is unethical in this context.

“The Seal is an assurance to patients that that their doctor agrees to comply with the College’s exemplary standards of its Code of Practice.

“This both protects patients and empowers them. It protects them through a high level of standards that increase transparency and information. It empowers patients because through better information their ability to make informed decisions about their care is improved,” Dr Moore said.

Use of the Seal may be displayed by approved members and affiliate members of the Australasian College of Cosmetic Surgery.

The Cosmetex Conference exhibition hall at the Cairns Convention Centre opens Wednesday, 2 May to Saturday, 5 May, will showcase more than 69 companies and organisations featuring cosmetic medical and surgery products, devices and treatments including the latest breast implants, injectable wrinkle reducers, lasers, body contouring systems, cosmeceuticals and skin care.

Topics and keynote speakers at Cosmetex 2012 include:

- **International Interactive Forum on Face**, chaired by Dr John Flynn (Australia), and including Dr Daniel Elliott Rousso (USA), Dr Corey Maas (USA), Dr Ava Shamban (USA), Dr Nowell Solish (Canada)
- **Benefits for practitioner and patient with new injecting technology**, Dr Patrick Micheels, (Switzerland)
- **Autologous Platelet Rich Plasma and Stem Cells Therapy – We stand amidst a revolution in Aesthetic and Regenerative Medicine**, Dr John Flynn (Australia)
- **Deep Plane Facelift**, Dr George Marcells (Australia)
- **The Aesthetic Lip**, Dr Ava Shamban (USA)
- **Male vs Female Aesthetics**, Dr Stefania Roberts (Australia)
- **Advanced Uses of Facial Contouring with Toxins**, Dr Corey Maas (USA)
- **Anatomical Breast Implants**, Dr Paul Banwell (UK)
- **Co2 Timeline: 1973-2012 what have we learnt about ‘the invisible knife’**, Dr Gavin Chan (Australia)

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For a full program and more information about Cosmetex 2012, please visit:
<http://www.cosmetex.org/cairns2012/>



What is the ACCS Code of Practice?

The Code of Practice, which was authorised by the ACCC in June 2009, provides patients with greater protection than that found in regulation or other guidelines.

The Code of Practice covers advertising and other promotional conduct, informed consent guidelines, monitoring of the code and an extensive governance regime.

The Code of Practice is available from the College's website: www.accs.org.au

For further information, interviews, or to register for a Media Pass for Cosmetex 2012 please contact:

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The Australasian College of Cosmetic Surgery is a multi-disciplinary body of general surgeons, cosmetic and plastic surgeons, dermatologists, ear nose and throat surgeons, ophthalmologists and other doctors who specialise in cosmetic surgery. The goal of the ACCS is to ensure the safe provision of cosmetic surgery and cosmetic medical procedures to the Australian general community through supply of appropriately trained and certified medical practitioners. The College has made a full application to the Australian Medical Council to have Cosmetic Medical Practice recognised as a new Medical Specialty.

That application may be viewed at:
www.cosmeticmedicalpracticesubmission.info

For additional information about the ACCS, please visit: <http://www.accs.org.au/>