



The Australasian College of Cosmetic Surgery

Raising Standards, Protecting Patients

MEDIA RELEASE

For immediate release

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Cosmetic surgery not on Santa's list

Looking for last minute Christmas gift? Cosmetic surgery isn't it

The Australasian College of Cosmetic Surgery today urged Christmas shoppers to not buy cosmetic surgery as a gift for their partner.

"The lead-up to Christmas and summer is the busiest time for cosmetic practitioners. But gift-buyers shouldn't be caught in the cosmetic surgery Christmas rush. Medical and surgical procedures shouldn't be given as presents," ACCS President Dr Colin Moore said today.

Almost 40 per cent of cosmetic medicine is booked and performed in the October to December period before Christmas and summer as beach and party season approach.

The top five procedures performed by College Fellows are:

1. Anti-wrinkle (Botulinum toxin) and filler injections
2. Microdermabrasion and Laser resurfacing (of skin)
3. Breast augmentation, lifts and reductions
4. Liposuction (fat removal)
5. Blepharoplasty (eye surgery)

But Dr Moore said that though these procedures could provide benefits to both men and women, they should be considered carefully and not decided on hastily.

"A gift of cosmetic surgery however well-meaning can put undue pressure on the recipient. Any elective medical procedure – and that is what cosmetic procedures are – should be initiated by the person who will have it," Dr Moore said.

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Dr Moore also warned against buying cosmetic procedures online through coupon or gift offers.

Christmas gift buying has gone online, but surgery should stay offline and not be a gift. The web can be a good place to do some of your research before speaking with a qualified cosmetic practitioner, but it's no place to make a decision to have a procedure," Dr Moore warned.

The ACCS continues to be concerned about the about the use of online coupons and gift vouchers for cosmetic medical and surgical procedures.

These time-limited discounts are expressly prohibited by the College's Code of Practice and the Medical Board of Australia's new advertising guidelines.

The ACCS introduced a Code of Practice which bans such practices as time sensitive coupons and discounts for cosmetic surgery. The new Commonwealth medical advertising guidelines now also ban such marketing practices.

As part of its Code of Practice, the ACCS has also produced a patient information brochure, "Things you should know". The brochure provides information about choosing a doctor and questions to ask before deciding to have cosmetic surgery.

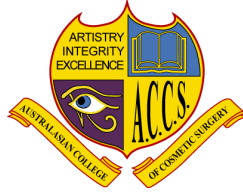
Some questions you should ask yourself before

Questions you should ask your doctor:

- Are you a member of the Australasian College of Cosmetic Surgery?
- How many times have you performed this procedure before and in the last year?
- What are the risks with this procedure and what is your own complication rate?
- What are the alternatives to the procedure being considered?
- Can I see results of your own patients who looked similar to me before their surgery?
- Can I see photographs of the kind of results it will be possible for me to achieve?

Questions you should ask yourself:

- Do I feel confident with this doctor?
- Do I feel confident about having this procedure?
- Have all my questions been answered satisfactorily?
- Am I happy with all of the arrangements that have been made for me?
- Do I understand that there are risks and potential complications with this procedure?



The Code of Practice and patient information brochure are available from the College's website www.accs.org.au.

When choosing a cosmetic physician or surgeon, look for the College logo or the Code of Practice Seal which indicates that doctor agrees to be bound by the College's strict Code of Practice.



Your assurance of a high standard

**For further information or interviews, contact:
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The Australasian College of Cosmetic Surgery is a multi-disciplinary body of general surgeons, 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