

## **MEDIA RELEASE**

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### **Australasian College of Cosmetic Surgery supports the NSW Health Minister's taskforce**

The Australasian College of Cosmetic Surgery (ACCS) supports the proposal from the NSW Health Minister to set up a taskforce to examine the current policies for the advertising of cosmetic surgery and the trend towards 'Botox parties'.

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

"It is our objective to raise standards in the cosmetic surgery field including advertising. We hope that other practitioners and associations will also adopt stricter advertising regulations and thus support the initiative of the NSW Health Minister," Dr Flynn said.

"Patients have right to be able to identify whether a doctor is a trained and accredited specialist in cosmetic surgery so they can make informed decisions.

"At the moment they cannot do so because cosmetic surgery is not officially recognised as a specialty by the Australian Medical Council (AMC). The College has applied for cosmetic surgery to be recognised as a new specialty by the AMC so this confusion for patients is removed.

"Some patients may be more vulnerable to advertising and the College trains doctors to be able to recognise this and counsel appropriately. Sometimes the best treatment is no treatment," he said.

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 NSW Health Minister 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](http://www.accs.org.au) or call 1800 804 781.