



**The Australasian College of Cosmetic Surgery**

***Raising Standards, Protecting Patients***

## **MEDIA RELEASE**

For immediate release

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***“Mind your beauty”***

### **Cosmetex 2014 opens on Gold Coast**

***As \$1 billion Australian cosmetic medical specialty continues to transform, there’s a renewed emphasis on a healthy mind and healthy body as the starting point for beauty.***

New techniques and treatments to cheat time and improve looks begin on the inside. To highlight this point, psychiatrist and author Prof David Castle will address the hundreds of cosmetic medical and surgical practitioners from around the world who have gathered on the Gold Coast for the start of Cosmetex 2014, which runs from Thursday, 1 May until Saturday 3 May.

Organised by the Australasian College of Cosmetic Surgery (ACCS), the annual Cosmetex conference, which brings together cosmetic and plastic surgeons, dermatologists, cosmetic physicians, nurses and other cosmetic health practitioners and industry suppliers, 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.

Prof Castle, who is Chair of Psychiatry, St Vincent’s Hospital and the University of Melbourne, will give the opening plenary address – “The Relentless Pursuit of a Perfect Body”.

“Cosmetic enhancement is culturally ubiquitous and has been so since ancient times. People of every culture have been known to adorn themselves; so we need to accept that as normal,” Prof Castle said.

“And most people who undergo cosmetic enhancement procedures are happy with the results and we should not adversely judge them. But for some people it can go horribly wrong,” Prof Castle said.



Prof Castle emphasised that it is vital that doctors ensure that their patient's expectations are realistic and that there are no underlying psychological reasons that would rule out cosmetic surgery.

Cosmetex keynote speaker US Facial Plastic Surgeon and author Dr Steven Dayan has merged ideas from neuropsychiatry, evolutionary biology, and aesthetic medicine to form his "Subliminal Difference" theory, which stresses the importance that small changes made to a person's face are natural looking for a positive result.

"If an outcome looks unnatural in even the slightest, it will inadvertently tip off the subconscious mind of the unknowing observer that one is not youthful or healthy – the exact opposite message that is intended to be sent", Dr Dayan said.

ACCS College President Dr Soo-Keat Lim said that the College was particularly pleased that Prof Castle, from St Vincent's and Dr Dayan from the USA had agreed to address Cosmetex.

"Both speakers have different messages but they both take account of the importance of how the mind works when considering cosmetic surgery," Dr Lim said.

"As Shakespeare put it, 'Love looks not with the eye but with the mind.' And whatever we do as practitioners to change people's outward appearance, we must always consider first what is within – what patients think and why, before prescribing a treatment," Dr Lim said.

Dr Lim noted the increasing emphasis practitioners are placing on nutrition, exercise, using sun protection and not smoking. "Good health is the keystone for beauty," Dr Lim said.

Dr Lim also stressed that it was important that consumers do their homework. "Anyone considering having a cosmetic procedure should ensure that they fully understand the risks as well as the benefits and that their practitioner is properly trained," Dr Lim said.

"It is a very exciting time for the rapidly growing discipline of cosmetic medical practice. We have leading practitioners in the areas of psychiatry, dermatology, cosmetic medicine and surgery, plastic surgery and many others from across the globe that have come to the Gold Coast and Cosmetex to share their knowledge and to learn from their Australian colleagues. This interaction provides enormous benefit for patients," Dr Lim said.

*Continues...*



## **Cosmetex 2014 Highlights**

The Cosmetex Conference exhibition hall at the Gold Coast's Royal Pines Resort, Thursday, 1 May until Saturday 3 May, will showcase dozens of 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 2014 include:

- **Dr Steven Dayan, Facial Plastic Surgeon (USA)**
  - The Unifying Theory of Beauty
  - Rethinking Your Neurotoxin and Fillers
  - Complications That Keep Me Up at Night
  - The Pain Truth
- **Dr Christopher Zachary, Dermatologist and Laser Cosmetic Surgeon (USA)**
  - Why Bias is Better than Ignorance!
  - Body Contouring: Does the Science Support the Hype?
  - Fractionated Devices have Cornered a Market
  - The Many Faces of Skin Rejuvenation
- **Dr Arthur Swift, Plastic Surgeon (Canada)**
  - Nose + Chin – Specialty Areas
  - Facial Harmony and the Upper Face
  - Facial Harmony and the Lower Face
- **Dr Mark Nestor, Dermatologist and Laser Cosmetic Surgeon (USA)**
  - Fillers 2014: Volumetric Enhancement
  - Fillers: Optimal Enhancement for Beautiful Lips
  - Comparing the Clinical Attributes of AbotulinumtoxinA and Onabotulinumtoxin A using a novel contralateral frontalis model and the Frontalis Activity Measurement System
  - Collagen Stimulation with Hyaluronic Acid Fillers
- **Stephen Eubanks, Dermatologist and Laser Educator (USA)**
  - Fat Destruction, Cellulite Treatments and Patient Outcomes
  - Non-Invasive Body Shaping using a New Focused Ultrasound Device
  - Latest treatment for Acne and Acne Scarring
- **Marina Landau, Dermatologist (Israel)**
  - Why good things happen to bad doctors? Management of Complications of Cosmetic Btx-A injections
- **Dr Godfrey Town, PHD, Laser Protection Adviser**
  - Epidermal Pigmentation Treatment End Points using Different Intense Pulsed Light Systems
  - Industry innovations: International Progress in Standards and Regulation for Light-based-use Devices
  - Laser and Intense Source Light Source (ILS) adverse incidents and how to avoid them

Download the Cosmetex 2014 program:

[https://www2.iceaustralia.com/Ei/Images/COSMETEX14/Program/Cosmetex2014\\_Scientific%20&%20Workshop%20Program\\_140305.pdf](https://www2.iceaustralia.com/Ei/Images/COSMETEX14/Program/Cosmetex2014_Scientific%20&%20Workshop%20Program_140305.pdf)



### **Fast Cosmetic Facts**

- Responses to the College's 2013 procedural census show some practices growing by 15% per cent year on year.
- Total annual expenditure on cosmetic surgical and medical and related procedures and treatments in Australia is estimated to be \$1 billion.
- Australians annually consume more than \$350 million worth of wrinkle reduction procedures with botulinum toxin.
- There are approximately 8,000 breast augmentation surgeries performed each year in Australia and about 30,000 liposuction procedures.

Top five cosmetic procedures in Australia:

- Anti-wrinkle injections
- Fillers
- Laser and IPL
- Breast augmentation and reduction
- Liposuction

### **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](http://www.accs.org.au)

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

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.

The Code of Practice and patient information brochure are available from the College's website [www.accs.org.au](http://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:  
Alan Jones m. 0420 757 009 or Blanche Wilkie 0425 279 091**

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**The Australasian College of Cosmetic Surgery** is a multi-disciplinary body of cosmetic, general and plastic surgeons, cosmetic physicians, dermatologists, ear nose and throat surgeons, ophthalmologists, and other health practitioners who practice in cosmetic medicine and surgery. The goal of the ACCS is to ensure the safe provision of cosmetic medical and surgical procedures to the Australian community through the 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](http://www.cosmeticmedicalpracticesubmission.info)

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