

## **MEDIA RELEASE**

3 June, 2025

### **Guidelines for advertising higher risk non-surgical cosmetic procedures (advertising guidelines)**

The ACCSM (Australasian College of Cosmetic Surgery and Medicine) welcomes AHPRA's newly released guidelines covering the provision of what is now classified higher risk non-surgical cosmetic procedures.

These guidelines clearly demonstrate that all health practitioners must uphold the highest ethical and professional standards in this area of medicine leading to quality care all patients deserve.

Telehealth consultations, often reported as short as 52 seconds will clearly no longer be viable under these new guidelines.

The health practitioners that do not adhere to these guidelines would be putting their registration at risk.

#### **Media enquiries**

ACCSM Office  
1800 804 781  
[admin@accsm.org.au](mailto:admin@accsm.org.au)

#### **About the Australasian College of Cosmetic Surgery and Medicine**

Established as the Australasian College of Cosmetic Surgery in 1999, the Australasian College of Cosmetic Surgery & Medicine (ACCSM) is a not-for-profit, multi-disciplinary fellowship-based body of cosmetic proceduralists, cosmetic physicians, plastic surgeons, general surgeons, maxillofacial surgeons, ear nose and throat surgeons, ophthalmologists and other doctors and health care practitioners who practice in cosmetic medicine and surgery. The primary goal of the ACCSM is to ensure the safe provision of cosmetic medical and cosmetic surgical procedures to the Australian community through the supply of appropriately trained and certified health care practitioners. The ACCSM is the only medical college which provides education and training leading to fellowship specifically in cosmetic medicine and surgery. Fellows of the College are medical doctors who have completed post-graduate education and training and demonstrated competency specifically in cosmetic medicine and surgery. For additional information about the ACCSM, please visit: <http://www.accsm.org.au/>