



## The Australasian College of Cosmetic Surgery

*Raising Standards, Protecting Patients*

# MEDIA RELEASE

For immediate release

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## **Santa says No, No, No to cosmetic surgery**

*It is best to be Scrooge when it comes to cosmetic surgery*

The Australasian College of Cosmetic Surgery today warned against giving cosmetic surgery as a gift for Christmas and the use of time-limited online coupons. "Surgery is not a stocking-stuffer to be treated lightly," ACCS President Dr Colin Moore said today.

"Cosmetic medical and surgical procedures can provide people with better self-confidence, self-esteem and other benefits. But surgery and other medical procedures require careful consideration before being undertaken. It's not something to rush into."

"Cosmetic procedures like all surgery and medical treatments carry risks. And they should be weighed carefully and discussed with an appropriately trained doctor."

The College is particularly concerned about the growth recently of online coupons and gift vouchers for cosmetic medical and surgical procedures.

"The College's view is that gift vouchers and discounts to induce people to have cosmetic surgery or other medical treatments, is inappropriate," Dr Moore said.

The key feature of online coupon sites such as LivingSocial and Scoopon is that they are time-limited – typically with a clock feature counting down the hours and minutes until the offer expires.

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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 Code, which was authorised by the ACCC, has been in operation for two years. 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.

The Code of Practice and patient information brochure are available from the College's website [www.accs.org.au](http://www.accs.org.au).

**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](http://www.cosmeticmedicalpracticesubmission.info)