

## Advertising Code

The Australasian College of Cosmetic Surgery and Medicine endorses truthful, ethical and informative advertising. In addition to any state, territory or federal legal requirements, the College requires all its Fellows and Members to adhere to strict guidelines:

1. Advertising must not contain false or misleading statements about the doctor or clinic. It should provide balanced information on the procedures or products advertised and should not suggest these are risk free.
2. Superlatives should not be used in descriptions of persons or procedures, and should not suggest that a practitioner is superior to other qualified practitioners either through training or performance of a skill.
3. Comparative advertising is not allowed nor should an advert denigrate competitors in any manner whatsoever.
4. Photographs may be used to display the results of treatment and or complications. Before and after photographs should be presented with similar pose, presentation, lighting and exposure. Any uncomplicated results shown should be typical and be likely to be reproduced in a similar patient. Photographs must not be altered in any way other than to protect a patients' identity. Before and after photographs must be of the advertising doctor or clinic's own patients and contain accurate and informative captions.
5. Testimonials should not be used in advertisements.
6. Medical or surgical procedures should not be offered as inducements or prizes in competitions or contests.
7. The College logo or Certification logo may only be used by doctors who are currently accredited Fellows of the College. Additionally, the Certification logo can only be used if the doctor is currently compliant with the College CPD programme as evidenced by the CPD certificate.

If any doctor who holds an FACCSM (Surg) or FACCSM (Med) wishes to perform any invasive surgical procedures for which he or she is not accredited by the College then that doctor shall not be entitled to use their College post nominals, nor mention the College in any way which might be seen or heard by a patient considering undertaking such procedures UNLESS it is made explicitly clear that the doctor is not accredited by the College to perform the procedure offered. The explicit disclosure should read "Dr X is not accredited by the Australasian College of Cosmetic Surgery and Medicine to perform procedure Y".

An FACCSM (Surg) is accredited by the College to perform cosmetic surgery on the basis of having the requisite surgical background to have been awarded FACCSM (Surg) in the first instance. Liposuction and Laser procedures require additional accreditation in College approved examinations. An FACCSM (Surg) must be able to demonstrate appropriate skills and competence if called upon by the College or any other health or insurance organisation or the public itself to do so. However, in order to be recommended by the College to an enquiring public for a particular procedure, an FACCSM (Surg) must be on the register for that procedure.

An FACCSM (Med) is not accredited by the College to perform invasive surgical procedures, but with the appropriate and approved College background may be included on the following registers: Laser register, Lipoplasty register, Cosmetic Medicine register, Dermatological Surgical register.

8. Complaints regarding advertising will be referred to the College Council for deliberation and action. An episode of contravention of these guidelines may lead to censure and loss of the right to use the College logos for a specified period. Repeated episodes of contravention may lead to removal from College Registers and /or expulsion from the College.
9. Appeals against decisions of the Council on advertising matters can be made in writing to the President who will convene an appeals committee consisting of the President (or Nominee), one of Council who arbitrated the original decision and one who did not, a nominee of the complainant ( who is a member of the College ) and one other member of the College.
10. The determination of the Appeals Committee will be final. Notwithstanding this, any recommendation for expulsion from the College must be endorsed by a majority of the full Council.