

Statement from British Association of Cosmetic Doctors Warning Against “Discount Injectables”

Submitted by: Flipside PR

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Beware Credit Crunch Cowboys

The British Association of Cosmetic Doctors has warned that people searching for lower priced cosmetic treatments may lead to a surge in problems associated with “discount injectables” bought from unreliable suppliers and administered by poorly trained practitioners. The BACD, the not-for-profit organisation, established for the advancement, education and practice of cosmetic dermatology in the UK is concerned that unscrupulous individuals are capitalising on the current economic climate and encouraging customers to “shop around” for discounted injectable cosmetic treatments including Botox and dermal fillers.

BACD President and Cosmetic Doctor, Dr John Curran says:

“In times of economic uncertainty people turn to non-surgical cosmetic treatments as they are cheaper than cosmetic surgery and provide an immediate result. However we are concerned that people may be tempted to “shop around” for cheaper treatments which could lead to a surge in horror stories if administered by poorly trained practitioners. The unregulated dermal filler market is particularly open to abuse as without clear regulation it is a ‘buyers beware’ market. Cosmetic dermatology must be delivered in a safe medical environment by a competent, well trained healthcare professional who makes the patients interests, his or her first concern.”

To help protect the public the British Association of Cosmetic Doctors provides the following guidelines:

- The doctor should be GMC registered. In the publication of its Good Practice in Prescribing Medicines (2008) document the GMC has issued guidelines that patients who have Botox, Vistabel or Dysport treatments must now be checked by a doctor.
- They should be a member of the BACD (British Association of Cosmetic Doctors). This is the only organisation solely concerned with cosmetic medicine and has over 300 qualified members and a Diploma of Cosmetic Medicine.
- Beware of those advertising special offers and time limited price discounting or deals. Reputable doctors will not try and entice you with “money off” incentives.
- Go to someone on recommendation (either via a friend or your family) and check their qualifications and experience. You are putting your face in their hands!
- Make sure you have a direct face to face consultation with the doctor managing the treatment.
- Do not go abroad for any cosmetic treatments unless you are comfortable with the arrangements for follow up and the management of any problems which might arise.

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The British Association of Cosmetic Doctors is a not-for-profit organisation, established for the advancement, education and practice of cosmetic dermatology in the UK. Members are fully GMC registered; undergo thorough background screening, training and certification. Information about specific procedures and doctors contact details can be found on www.cosmeticdoctors.co.uk, or by contacting their advice line at 0800 328 3216.

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