



FOR IMMEDIATE RELEASE

CPCA Welcomes TGA's Advice for Advertising of Cosmetic Services by Health Professionals

The Cosmetic Physicians College of Australasia (CPCA) welcomes the Therapeutic Goods Administration's (TGA's) decision to publish directions for health professionals and beauty clinics regarding the advertising of cosmetic services using Schedule 4 (prescription-only) substances, such as botulinum toxin, and the fines that apply for breaching guidelines of the *Therapeutic Goods Act 1989*.

The TGA's advice serves as a timely reminder that it is an offence for a person to publish or broadcast an advertisement about such therapeutic goods, with the offence attracting a maximum penalty of \$10,800 for an individual and \$54,000 for a body corporate.

Advertising restrictions for therapeutic goods are in place to protect the health and safety of consumers. Prescription medicines are considered high risk products and prior assessment of the patient by a medical professional is required before use.

"The CPCA has brought to the attention of the TGA a growing number of instances where prescription only medicines are being advertised to the general public in contravention of the law. Furthermore, some of these advertisements contain 'time limited' offers which are also illegal," spokesperson for the CPCA, Dr Catherine Porter said.

To ensure health professionals and beauty clinics continue promoting their businesses and services to consumers, whilst complying with the advertising guidelines for therapeutic goods, TGA Guidelines advise that there shouldn't be reference in advertisements to individual Schedule 4 items.

The TGA has published on its website a list of acceptable terms that can be used to describe certain cosmetic injections in advertisements. Examples of these general phrases include cosmetic injections, anti-wrinkle injections/ treatments and injections/ treatments for lips.

The TGA directions can be accessed here: <http://www.tga.gov.au/advertising-cosmetic-services-include-schedule-4-substances>

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About the Cosmetic Physicians College of Australasia:

The CPCA represents the largest body of doctors who perform non- or minimally-invasive cosmetic medical treatments in Australia. Incorporated in October 2014, the CPCA emerged from an earlier organisation - the Cosmetic Physicians Society of Australasia (CPSA).

The CPCA extended the role of the CPSA by taking the form of a traditional college with regards to education, training and ethical practice standards. The CPCA's objectives include developing and maintaining high standards of learning, skills and conduct in cosmetic medicine to help safeguard the public. The CPCA will also support public education and awareness of the benefits of cosmetic medicine.

For further information or to request an interview with a CPCA spokesperson, please contact Res Publica:

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