



**MEDIA RELEASE**

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## **Australians say 'yes' to anti-ageing treatments**

An overwhelming number of Australians feel it is acceptable to use non-surgical cosmetic procedures to diminish the signs of ageing. More than three quarters (79 per cent) of those surveyed<sup>1</sup> by The Cosmetic Physicians College of Australasia (CPCA), view non-surgical cosmetic procedures as a suitable way to look and feel younger, undertaking such procedures as part of their regular grooming regime.

Non-surgical cosmetic procedures that continue to gain popularity, for both men and women, include laser or intense pulsed light (IPL) hair removal, microdermabrasion, wrinkle injections and laser resurfacing treatment for wrinkles or scars and skin rejuvenation with IPL.

Dr Catherine Porter, spokesperson for the CPCA, said "Non-surgical cosmetic procedures have become increasingly accessible to everyday Australians. Advances in technology, coupled with the effectiveness of non-surgical procedures and little social down time, means that patients can return to their everyday lives soon after a procedure."

The survey found that wrinkles remain the number one ageing concern of Australians, followed by posture and stature and greying and thinning hair.

"Sun exposure is a key factor when it comes to premature ageing and the development of deeper wrinkles. Australians are particularly susceptible to developing wrinkles and fine lines at an earlier age due to our harsh climate and outdoor lifestyles. This has led to continued demand for procedures that can address the signs of ageing. Additional social factors such as working longer and becoming parents at a later stage in life may also increase patients' awareness of their prematurely aged skin," said Dr Porter.

The survey found that the most important factor for those choosing to have a procedure was the desire to look better. This was followed by the desire to feel better (about themselves) leading to greater self-confidence.

"People considering a cosmetic treatment should always speak to a qualified doctor. It is important that their medical history is considered and any necessary physical examination is undertaken before a treatment takes place. We recommend speaking to a doctor who specialises in cosmetic procedures to ensure that your treatment is safe, effective and legitimate," said Dr Porter.

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<sup>1</sup> NineRewards survey of 1,022 Australians, commissioned by the Cosmetic Physicians Society of Australasia, April 2015

Patients interested in finding a qualified doctor with an interest in non-invasive cosmetic medicine can visit [www.cpcanet.au](http://www.cpcanet.au)

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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 grew from an earlier organisation - the Cosmetic Physicians Society of Australasia Inc (CPSA).

The CPCA will extend 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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