

**MEDIA RELEASE**

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## **Australians spend big on non-surgical cosmetic procedures to defy ageing process**

The Cosmetic Physicians College of Australasia (CPCA), estimates that Australians' spent more than \$890 million in the past twelve months, on minimally or non-invasive cosmetic procedures. This is a 5 per cent increase from 2014. It appears that the growing acceptability of minimally or non-invasive cosmetic procedures is contributing to Australians' spending more than ever before on these so called 'lunch time' procedures.

Figures from the latest CPCA annual survey<sup>1</sup> found that of the vast majority of Australians who had undergone a procedure in the past 12 months. 74 per cent had spent up to \$3,000 on cosmetic medicine in the past year. The survey found a significant increase in the percentage of people spending between \$3,000 and \$10,000 – up to 14 per cent from 9 per cent the previous year.

“The growth in spend can be attributed to a number of factors, including growing acceptance, increased affordability and improved technology - making procedures less invasive with minimal to no recovery time. As a result we have seen more people incorporating these procedures into their everyday beauty and grooming routine,” said Dr Catherine Porter, spokesperson for the CPCA.

The most popular non-surgical cosmetic procedures continue to be walk in walk out procedures including anti-wrinkle treatments, microdermabrasion, and light device treatments - such as Intense Pulsed light (IPL), for hair removal. Following closely behind are chemical peels and resurfacing laser treatments (for wrinkles). The survey found that men are most likely to opt for anti-ageing treatments, non-surgical fat reduction, IPL for hair removal and laser (for wrinkles).

82 per cent of survey respondents had researched their doctor and the treatments they offered, before undergoing a procedure. “People should always be sure to seek treatment from a qualified doctor with appropriate training and experience. This will ensure patients are aware of all their treatment options and receive an individualised treatment plan suited to their needs,” said Dr Porter.

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

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<sup>1</sup> NineRewards survey of 1,022 Australians, commissioned by the Cosmetic Physicians College of Australasia (previously CPSA), April 2015

**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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