



COSMETIC PHYSICIANS
COLLEGE
OF AUSTRALASIA

Advertising Guidelines

Current August 2014

Advertising is common in cosmetic medicine and there is a variety of requirements which must be satisfied to avoid invoking the wrath of various societies, medical boards or the Therapeutic Goods Administration.

While each individual member should satisfy him- or herself that all state, national, Society and college requirements have been satisfied, the following may be a guide as it lists the most important points or the most common problems encountered within our field.

Full descriptions of requirements may be found at:

- www.medicalboard.gov.au or www.ahpra.gov.au
- www.tgacc.com.au
- www.cosmeticsurgery.org.au

Advertising must not:

- Be false, misleading or deceptive;
- Offer discounts, inducements or special offers;
- Use testimonials or purported testimonials;
- Create unreasonable expectations or promote unnecessary use of services.

In advertising, claims must be able to be substantiated and comparisons should not be made with other health professionals.

Photos of treatments must only depict actual patients of the mentioned doctor or clinic and must show the result of only the advertised treatment.

Written consent must be gained to use these photos in advertising. Before and after photos must have consistency in position, lighting, expression, make-up, etc. and must state that the referenced change is due to the cited procedure.

S4 medication names must not be used in advertising. Neither the trade nor generic name nor any corruption thereof may be used. BOTOX, botulinum toxin, BTX-A, Btox, Restylane, Juvederm, hyaluronic acid injections and others are all not permitted. Terms such as “cosmetic injections”, “wrinkle-relaxing injections”, “dermal filler injections” and “sweat-reducing injections” are all permitted.

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YOU are responsible for your advertising, not any staff member or administrator. Employed doctors and those that work out of others' clinics are expected to take reasonable steps to ensure that advertising of that clinic or on their behalf complies with guidelines.

CPCA members, other than Fellows, Full, Life & Honorary members, are **not permitted** to claim membership of the College or use the College logo in advertising. Fellow, Full, Life & Honorary members **may** claim College membership and use the College logo in their advertising, however **only** Fellows (and Fellows that become Life or Honorary members) are permitted to use "FCPCA" as a post nominal.

As part of the application process your website will be reviewed by our Membership Committee. We have a high number of applications requiring multiple website checks. This is very time consuming and frustrating for all concerned. It is worthwhile educating oneself as to the official advertising requirements (as stipulated by the above organisations). Repeated breaches will make one liable to disciplinary action by the TGA or the MBA/AHPRA. The CPCA does not wish to, itself, be held in breach by association with doctors who flaunt such guidelines.