

PRESS RELEASE

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NOT ALL INJECTABLE PROCEDURES ARE CREATED EQUAL

The pursuit of plump cheeks, smooth foreheads and perfect pouts has seen a massive surge in the number of cosmetic injectable procedures being performed. While these procedures are very much now considered the norm, there still remains a great deal of confusion among patients as to the differences between these non-surgical procedures and the telltale signs to look out for to ensure patient safety.

The Cosmetic Physicians College of Australasia (CPCA) explains.

Cosmetic Injectable is a broad term used to cover any treatment that involves injecting a product into or under the skin for cosmetic enhancement. Currently the two most popular procedures are anti-wrinkle injections, probably the biggest player in the field of cosmetic enhancement, followed closely by dermal fillers. However, it's important to understand that both work by an entirely different mechanism.

Anti-wrinkle injections work by blocking nerve stimulation to wrinkle-causing muscles, which prevents the muscle from contracting and significantly reduces wrinkles and fine lines. As a muscle relaxant, it is commonly used to treat crow's feet, frown lines between the eyebrows and worry lines across the forehead.

These anti-wrinkle injections are used by thousands of women and an increasing number of men to help rejuvenate the appearance of the face by softening dynamic facial lines and to help prevent the formation of new ones.

Dermal fillers, on the other hand, are used to counter the loss of collagen and elastin in the skin by plumping out lines, restoring volume to areas where tissue commonly degenerates with age, fill in pockmarks and acne scars, contour or reshape facial features and add volume to the lips. Fillers are gel-like in consistency, and the type of filler, the area of injection and the depth of injection all influence the final result, and how long they last.

Over the years, there have been significant improvements made in the technology of injectables, which has contributed to their increase in popularity. While they may have come to be considered commonplace, the CPCA warns it is important for patients to understand these procedures are still medical procedures and, as such, carry inherent risk of side effects and complications. However, there has also been an increase in the number of unregistered, unqualified people administering cosmetic injectables, resulting in unsafe practice.

"As per recent media reports, the influx of non-approved Schedule 4 drugs into Australia is a huge issue regarding patient safety and therefore is a major concern for the CPCA. The illegal importation of these Schedule 4 drugs for cosmetic use is happening now all over Australia, with potentially dire consequences," said Dr Michael Molton, President of the CPCA.

So how does a patient safeguard themselves against these unsafe and high-risk practices?

"The most important consideration is to ask about the qualification of the person performing the injecting. It is vital to know what experience they have, how long they have been doing this for and do they have the knowledge and skills to firstly prevent or secondly manage any complications," explains Dr Michael Molton.

The CPCA also stresses the importance of confirming with your health professional which brand of product is being used and to ensure it is an Australian distributed product, not one that has been purchased from an overseas website or illegally imported.

"It is important to remember, while non-surgical, this is still a cosmetic medical procedure and the final decision should not be based on price, so avoid clinics that exercise aggressive marketing tactics to attract patients. The competence of the injector should always remain the primary concern, as is the product they are using. It is also vitally important that a patient has a face-to-face consultation with a medical practitioner to discuss potential side-effects as well as post-treatment follow-up and any other questions they may have.

I highly recommend that someone seeking an injectable procedure visit a member of the Cosmetic Physicians College of Australasia. These doctors focus on non-surgical cosmetic medical procedures. Our physicians put patient safety first at all time and members must follow our code of conduct, ensuring that a high standard of care is provided to the patient to deliver the best outcome," said Dr Molton.

About the CPCA:

The CPCA is the leading representative body for medical practitioners practicing non- or minimally-invasive cosmetic medical treatments in Australasia. The College, which evolved from the Cosmetic Physicians Society of Australasia, provides education, training and ethical practice standards for its Fellows and Members who are required to have relevant training and experience as prerequisites for admission to the College. Members are also required to keep abreast of the most up-to-date, relevant information and latest medical and scientific advances

Overall, the key role of the CPCA is to develop and maintain the highest standards in cosmetic medicine, which helps safeguard the public.

<http://www.cPCA.net.au/>

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