

Advertising Guidelines

Current May 2025

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CPCA Advertising Policy

Members belonging to the below classifications have had their training and experience reviewed and validated by the College examination process and/or the CPCA Membership Review Committee. For this reason, the following membership categories are entitled to promote their membership of the Cosmetic Physicians College of Australasia:

- Full Members
- Fellows
- International Fellows
- Life Members
- Honorary Members, Honorary International Fellows and Retired Members; providing they would otherwise be a Full Members or Fellows,

Providing the following conditions are met, where applicable:

- Members abide by the College constitution, policies and guidelines, which include:
 - CPCA Member Logo Policy,
 - CPCA Post Nominal Policy,
 - Maintenance of CPD including for the scope of cosmetic medicine,
 - Maintaining a financial membership.

The following membership categories are **not permitted** to promote their membership of the College:

- Corresponding Members
- International Affiliates
- Inactive Members (clause 5.2(c))
- All non-financial members

Advertising College membership gives an impression to the public that you may have been educated and trained by the College, or have had your skills and experience verified, which may not be the case. Giving patients this misleading impression is considered unsafe and unethical practice.

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Corresponding Member or International Affiliate is a classification of membership that is reserved for college entry-level due to the following reasons:

- These practitioners may be new to the profession of cosmetic medicine and consequently do not have any consequential training and experience. The practitioner is showing an interest in finding out more about the profession or is in the process of training, or
- Is a new member of the College and has not yet been appropriately assessed by the Membership Review Committee.

Govt. Regulatory Bodies' Advertising Regulations

Advertising is common in cosmetic medicine and there are 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.

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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 **not** permitted. No term that would be presumed by a reasonable person to describe a schedule 4 drug can be used in advertising. In general, the term “injection” implies a drug to members of the public. Specifically, the TGA has stated that the terms “wrinkle relaxing injections” and “dermal filler” are not permitted.

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.

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.

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