

# Reforms at a glance – What do I need to do?



Medical Board  
Ahpra

Stronger regulation is coming to the cosmetic surgery industry from 1 July 2023.

*Cosmetic surgery* involves cutting beneath the skin – including breast augmentation, facelifts and liposuction.

*Non-surgical cosmetic procedures* may pierce the skin but don't cut beneath it – including cosmetic injectables, thread lifts and laser treatments.

## Registered medical practitioners who perform cosmetic surgery

### Stronger guidance, higher standards

From 1 July 2023

Make sure your practice complies with updated rules. Updates include:

- GP referrals required
- Number and type of patient consultations (in person and video)
- Better patient assessment using BDD tools
- Informed consent
- Fly in/fly out practice
- Limits on NDAs
- Standards in training & experience
- CPD requirements
- Accredited facilities required

This list is not exhaustive. Read the detail in: *Guidelines for registered medical practitioners who perform cosmetic surgery and procedures*

### Tougher advertising rules

From 1 July 2023

Review and clean up your advertising – websites, social media and past posts.

Make sure your advertising complies with new rules. Guidance includes:

- Specific consent for using patient's image in ads
- No testimonials
- Use of social media influencers
- Use of single and 'before and after' images
- No sexualised images
- Taglines and hashtags
- Use of non-clinical terms and descriptors
- Use of emojis
- Include your registration type in ads

This list is not exhaustive. Read the detail in: *Guidelines for registered medical practitioners who advertise cosmetic surgery*

### Area of practice endorsement

Cosmetic surgery endorsement to help patients know who is trained and qualified for safer cosmetic surgery.

New endorsement registration standard starts 1 July 2023.

Approved qualifications coming soon.

Applications later in 2023.

No action needed now.

*Registration standard: Endorsement of registration of registered medical practitioners for the approved area of cosmetic surgery*

### Title protection

Coming soon. Legal changes will restrict the title 'surgeon' to medical practitioners with specialist registration in:

- surgery
- obstetrics and gynaecology
- ophthalmology.

## Registered medical practitioners who perform non-surgical cosmetic procedures

### Stronger guidance, higher standards – From 1 July 2023

Make sure your practice complies with updated rules. Updates include:

- Stronger patient assessment
- No cosmetic injectables for under 18s
- Informed consent
- Limits on NDAs
- Advertising
- Specific consent for using patient's image in ads
- CPD requirements
- Accredited facilities recommended

This list is not exhaustive. Read the detail in: *Guidelines for registered medical practitioners who perform cosmetic surgery and procedures*