

British cosmetic surgeons urge clampdown

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Experts in Britain called on Monday for all cosmetic surgery advertising to be banned following the scandal over French-made PIP breast implants and for tougher checks on surgeons.

The British Association of Aesthetic Plastic Surgeons (BAAPS) said there was a "cowboy" system in the cosmetic procedure market and proposed tightening up regulation with a six-point plan.

The government ordered a review into the industry after a health scare over the PIP implants possibly rupturing. Some 40,000 women in Britain have PIP implants.

It is being headed by Professor Bruce Keogh, the medical director of the state-run [National Health Service](#).

A spokeswoman for BAAPS said: "The worrying trend in this industry is in particular the way surgery is marketed, such as the two-for one offers. Women are being encouraged to keep going back for more surgery."

Keogh said Friday that an insurance scheme similar to that in the travel industry could be introduced.

A breast implant register is also under consideration by the government to record details of all operations.

BAAPS President Fazel Fatah welcomed the review.

He said: "It is an absolute joy for us at the BAAPS to hear that this year, the government will be examining the lax regulations in our sector.

"We understand MPs will review areas such as psychological counselling for cosmetic surgery patients and the unscrupulous marketing activities of many firms which take advantage of the young and the vulnerable."

The BAAPS plan for stronger regulation also includes re-classifying dermal fillers as medicines and introducing compulsory registration of practitioners in aesthetic medicine and lasers.

Some experts believe facial fillers, used to eradicate wrinkles, will be the next scandal to hit the [cosmetic surgery](#) industry because few qualifications are required to administer them.

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