



**PRESS RELEASE**

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**COSMETIC TREATMENT:  
SELF-REGULATION BETTER THAN NO REGULATION**

The patient safety charity, Action against Medical Accidents (“AvMA”) has criticised the Government for not introducing statutory regulation of injectable cosmetic treatments like Botox, but given a cautious welcome to the industry’s new quality-mark scheme, which is due to be launched by health minister Mike O’Brien today. The scheme, run by Independent Healthcare Advisory Services will for the first time produce a quality-mark for providers of these treatments who have passed the registration, certification and inspection requirements. This will mean that members of the public will be able to avoid unqualified or rogue practitioners by looking for the quality-mark.

AvMA Chief Executive, Peter Walsh, said:

“More and more people are being harmed by unregulated cosmetic treatment each year and more needs to be done about it. Whilst disappointed that the Government have refused to bring these treatments under statutory regulation, where they should be, something is better than nothing. We will be using our experience and influence to make this scheme as robust as it can be to give the public protection and information”.

**ENDS**