



The Australasian College of Cosmetic Surgery

Raising Standards, Protecting Patients

MEDIA RELEASE

For immediate release

30 March 2011

Education injects safety as appearance industry booms

Consumer and practitioner education is vital as ageing baby boomers' demand for cosmetic medical and surgical procedures continues to rise in Australia.

Hundreds of cosmetic surgeons, plastic surgeons, dermatologists and cosmetic physicians will meet in Hobart later this week for Cosmetex 2011, a four-day conference organised by the Australasian College of Cosmetic Surgery (ACCS).

Cosmetex 2011 is one of the world's most significant meetings in the area of cosmetic medical practice and is the largest of its kind in the southern hemisphere.

"The College's annual Cosmetex Conference is an exciting opportunity for practitioners to increase their knowledge and skills and share their own insights with colleagues from around the world. This kind of exchange is also a great benefit to improving patient care and standards," ACCS President Dr Russell Knudsen said.

"To underline that point, the College is very pleased to welcome Tasmania's Shadow Minister for Health, the Hon Jeremy Rockliff MP, who will officially launch Cosmetex 2011, and Carol Bennett, Head of the Consumer's Health Forum, to this year's conference," ACCS President Dr Russell Knudsen said.

"Demand for cosmetic medical procedures has continued to rise with College member practices reporting increases of 10-20 per cent over the last twelve months.

Continues...



“When you consider the number of cosmetic procedures performed, and the number of take-home anti-ageing products consumed, it is reasonable to estimate that Australians now spend as much as \$1bn annually on appearance medicine.”

Breast augmentation procedures are among the most popular, with approximately 16,000 procedures performed annually. Liposuction procedures are also popular with an estimated 15,000 performed annually by ACCS members.

Australians consume nearly a quarter of a million wrinkle reduction procedures annually -- an expenditure of about \$225 million.

The Cosmetex Conference exhibition hall at the Hotel Grand Chancellor opens Thursday, 31 March to Saturday 2 April, and will showcase more than 50 companies and organisations featuring cosmetic medical and surgery products, devices and treatments including the latest breast implants, injectable wrinkle reducers, cosmetics and skin care and body contouring procedures.

Topics and keynote speakers at Cosmetex 2011 include:

- “Mother and Daughter: Techniques in Beautification and Rejuvenation” and “The science and art of achieving a beautiful lip”, Dr Mark Hamilton (Ireland)
- “My favourite Skin Rejuvenation Techniques”, Dr Joe Niamtu (USA)
- “Vibro liposuction”, and “Btx Masterclass”, Dr Maurizio De Mayo (Brazil)
- “The money’s in the Mid Face”, Dr Stein Tveten (Norway)
- “The WEB matrix: A New Perspective on Breast Augmentation Planning”, Dr Werner Beekman (Netherlands)
- “Breast implant complications and surface technology: the inconvenient truth”, Dr Daniel Fleming (Qld, Australia)
- “What does the Skin Really Need? How to provide the six essential steps for optimal skin health and vitality,” Richard Parker (Australia)
- “Fractional or non-fractional? That is the question”, Dr Gavin Chan (Vic, Australia)
- Interactive laser session with Dr Dianne Quibell (USA), Associate Professor Greg Goodman (AUS), Dr Kee Lee Tan (AUS), Dr Neal Hamilton (AUS)
- “Skin stories, a plastic surgeon’s perspectives”, Dr Ian Holten (Vic, Australia)

Continues...



For a full program and more information about Cosmetex 2011, please visit:
<http://www.iceaustralia.com/cosmetex2011.com.au>



As well as providing ongoing education opportunities for its members, the ACCS has produced a patient information brochure to help empower consumers, and it has a Code of Practice for its members keeping patient safety at the forefront.

The ACCS patient brochure and Code of Conduct can be downloaded:

- http://www.accs.org.au/pdf/ACCS_DL_Brochure.pdf
- http://www.accs.org.au/pdf/accs_code.pdf

For further information, interviews, or to register for a Media Pass for Cosmetex 2011 please contact:

- **Alan RM Jones m. 0420 757 009 or Blanche Wilkie m. 0425 279 091**

ENDS

* * *

The Australasian College of Cosmetic Surgery is a multi-disciplinary body of general surgeons, plastic surgeons, dermatologists, ear nose and throat surgeons, ophthalmologists and other doctors who specialise in cosmetic surgery. The goal of the ACCS is to ensure the safe provision of cosmetic surgery and cosmetic medical procedures to the Australian general community through supply of appropriately trained and certified medical practitioners. The College has made a full application to the Australian Medical Council to have Cosmetic Medical Practice recognised as a new Medical Specialty. That application may be viewed at: www.cosmeticmedicalpracticesubmission.info For additional information about the ACCS, please visit: <http://www.accs.org.au/>