



DOCTORS nurses

As the cosmetic medical market continues to grow and is more readily accepted by consumers, beauty professionals around the country are considering if, when and how to incorporate non-surgical aesthetic treatments, or cosmetic injectables, into their businesses.

The most pressing question must be how to safely meet the client's demands within your existing salon or spa.

KEY CONSIDERATIONS

Who can inject?

In some states the legislation does not clearly state who may or may not inject Schedule 4 drugs. Generally a doctor or registered nurse under a doctor's supervision can inject. The accepted protocol is that the doctor sees the client first and then at least once a year.

What can they inject?

Cosmetic drugs are prescription only and a doctor needs to order the product to be injected. They cannot be sold on to a clinic or salon, so the distribution companies will supply to your injecting doctor, not your clinic/salon. There is only a small number of Therapeutic Goods Administration (TGA) approved brands on the Australian market – these are the brands available for use in this country. Anything else is not approved to use. If in doubt check the Australian Register of Therapeutic Goods (ARTG). www.ebs.tga.gov.au/ebs/ANZTPAR/PublicWeb.nsf/cuMedicines?OpenView

PROMOTING THESE SERVICES

Information nights/events:

Get your doctor in to talk to a group of interested clients about procedures and what they can achieve. Promote via invitation to your existing clientele.

Publishing legalities:

Bear in mind that these treatments involve prescription-only/Schedule 4 drugs, subject to national guidelines under the Therapeutic Goods Administration (TGA), a division of the Australian Government Department of Health and Ageing which administers this area of

medicine. There are hefty fines and penalties for promoting these drugs to the public – so what does that mean for you?

Advertising:

This means you are not permitted to name the brands of dermal fillers or anti-wrinkle injections that you offer. You may not advertise their brand names in magazines, papers, radio, online or on television.

Editorial:

Schedule 4 products may be specified by name in unpaid editorial, so an interview with a journalist or writer can be a very useful activity.

Advertorial:

In this scenario you pay for the space and the publication prepares what appears but this is also considered advertising even if a journalist writes it, so be aware: no brand names.

In your salon:

Posters and brochures that display brand names can be considered as advertising. Ensure any branded materials are out of sight.

Our opinion:

When in doubt, ask. The TGA will be helpful if you have a question. Generally it's easier to follow the guidelines than risk any penalty. Details can be found at their site. www.tga.gov.au/docs/html/advsch4.htm

PROPER QUALIFICATIONS

Recently a report of an individual offering 'training and certification' to a number of clinics came to light. The individual offered to train salon staff to inject, to provide a 'certificate' and supply the product.

What's wrong with the deal? Aesthetic paramedical training and certification is restricted to registered nurses, while Schedule 4 products can be prescribed only by a medical doctor.

As the industry grows we expect more of this type of fraudulent activity, so be aware.

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