



**FOR IMMEDIATE RELEASE**

## **ALL I WANT FOR CHRISTMAS**

- ***More Australians (55 per cent) worried about looking old***
- ***Most popular treatments this Christmas to do with physical signs of ageing***
- ***December one of the busiest times for cosmetic procedures***
- ***CPCA Warns Against Christmas 'Botox Parties'***

December is the busiest time of year for non-invasive cosmetic procedures, with Australians taking advantage of the holiday season to bring in the New Year with an updated aesthetic.

This is borne out by the latest findings from the Cosmetic Physicians College of Australasia (CPCA) annual survey, which suggests that over half of Australians (55 per cent) now worry about looking old<sup>1</sup>, in particular, about wrinkles, bad posture and greying hair.

According to the survey, now in its ninth year, nearly two thirds of those who have undertaken a cosmetic medical procedure, now consider this part of their normal grooming routine.

“More Australians than ever are now concerned with the ageing process. The fact that Australians’ collective spending on non-invasive treatments topped the \$1 billion mark in 2016 shows that we can expect to see increasing rates of Australians opting to treat themselves to cosmetic treatments this festive season as they ready themselves for the holiday period,” CPCA spokesperson, Dr Catherine Porter said.

According to the survey, the most popular non-surgical procedures are laser/ IPL hair removal, microdermabrasion, anti-wrinkle treatments, chemical peels and non-surgical fat reduction.

“Reduced costs for patients and advancements in medical technology – meaning procedures are less invasive with minimal to no downtime – are helping drive uptake of these procedures. And, of course, the impact of a more active, ageing population is also influencing acceptability and demand,” Dr Porter said.

### **CPCA Warning**

But this popularity of non-invasive surgical treatments, in particular towards the end of the year, has led to a rise in ‘Botox parties’, where people have treatments performed in private homes, often under the influence of alcohol and sometimes using illegally procured botulinum toxin.

“It is difficult to imagine a more dangerous set of circumstances for the administration of this procedure – a seemingly unqualified person, providing illegally-procured treatments, in an unhygienic setting, all whilst people may be intoxicated.

<sup>1</sup> NineRewards survey of 1,020 Australians, commissioned by the Cosmetic Physicians College of Australasia, May 2016

“Cosmetic medicine is a three-dimensional skill, requiring a full and detailed one-on-one consultation by a medical practitioner who possesses suitable expertise in patient psychology, as well as medical conditions and co-morbidity, which can affect patient management.

“If you’re interested in non-invasive treatments like injectables, you should visit [www.cpcanet.au](http://www.cpcanet.au) to find a doctor with an interest in non-invasive cosmetic medicine,” Dr Porter said.

**-ENDS-**

#### **About the Cosmetic Physicians College of Australasia**

The CPCA represents the largest body of doctors who perform non- or minimally-invasive cosmetic medical treatments in Australia. Incorporated in October 2014, the CPCA grew from an earlier organisation - the Cosmetic Physicians Society of Australasia (CPSA).

The CPCA extended the role of the CPSA by taking the form of a traditional college with regards to education, training and ethical practice standards. The CPCA’s objectives include developing and maintaining high standards of learning, skills and conduct in cosmetic medicine to help safeguard the public. The CPCA will also support public education and awareness of the benefits of cosmetic medicine.

**For further information or to request an interview with a CPCA spokesperson, please contact Res Publica:**  
Baden Parker-Brown | [bparkerbrown@respublica.com.au](mailto:bparkerbrown@respublica.com.au) | 02 8297 1512

<sup>1</sup> NineRewards survey of 1,020 Australians, commissioned by the Cosmetic Physicians College of Australasia, May 2016