



## PRESS RELEASE

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# CPCA DOCTORS AVAILABLE FOR EXPERT COMMENT ON COSMETIC PROCEDURES

Bella Media and Raw Vision Marketing are excited to announce their appointment by the Cosmetic Physicians College of Australasia (CPCA) as its PR and communications agency.

The appointment is timely with the recent media focus on patient safety and the importance of doctors' expertise, as the CPCA is committed to ensuring that medical experience, safety and training is paramount when it comes to practitioners performing cosmetic medical treatments.

The CPCA, which formed in 2014, is the leading representative body for medical practitioners practising non-invasive or minimally-invasive cosmetic medical treatments in Australasia.

The College, which evolved from the Cosmetic Physicians Society of Australasia, provides education, training and ethical practice standards for its Fellows and Members, who are required to have relevant training and experience as prerequisites for admission to the College. Members are also required to keep abreast of the most up-to-date, relevant information and latest medical and scientific advances.

Overall, the key role of the CPCA is to develop and maintain the highest standards in cosmetic medicine, which helps safeguard the public.

Dr Douglas Grose, President of the CPCA said: "We are noticing a significant increase in the number of people considering cosmetic procedures and non-invasive treatments. Cosmetic enhancement is more commonplace than ever for both men and women, with a myriad of treatments available to address different concerns. The constant advancements in medical aesthetic technology means patients can now experience less invasive procedures, efficiently and effectively, with minimal to no downtime.

"However, it is a multi-layered approach and with so many options now available, it can also be a minefield for the patient, as to what treatment is best and which doctor to visit. That's the reason we strongly urge consumers to do their homework and ensure they have a consultation with a medical practitioner who is recognised for their expertise, in not only recommending and performing the treatment to achieve the best outcome, but also a doctor who understands the importance of patient management. Members of the CPCA are trained in all these aspects."

The CPCA is a great advocate of public education and awareness of the benefits of cosmetic medicine. If you would like any expert comments or interviews, please contact:

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