

Joint Statement: JCCP and the ASA

The Advertising Standards Authority (ASA) is pleased to learn of the formation of the **Joint Council for Cosmetic Practitioners** (JCCP) and the **Cosmetic Practice Standards Authority** (CPSA). These two organisations will provide a valuable self-regulatory framework for the non-surgical aesthetic industry in England, a point of access for the public seeking information about this applied and specialist area of practice and, where appropriate, the opportunity to discover how and where to raise concerns about practitioners and education/training providers working in the sector.

The ASA is the UK's independent regulator of advertising. The UK Advertising Codes, authored by the Committees of Advertising Practice (CAP), cover the content and placement of advertising and are intended to ensure all advertising, including that for cosmetic interventions, is socially responsible. The ASA administers the Codes across all forms of media both through the investigation of complaints and proactive work.

In the wake of the Department of Health's 2013 Review of the Regulation of Cosmetic Interventions', CAP significantly expanded its guidance to marketers in this sector on how to comply with the Codes, with specific reference to its application to the aesthetic sector.

Advertising Guidance

The JCCP endorses fully the principles in the Advertising Codes and specifically the accompanying advice published in the **Advertising Guidance (Non-Broadcast and Broadcast) – Cosmetic Interventions'** published by CAP, which embodies the following key principles:

- Marketing communications must be prepared with a sense of responsibility to consumers and to society.
- Marketing communications must not materially mislead or be likely to do so.
- Marketing communications must not mislead consumers by exaggerating the capability or performance of a product.
- Marketing communications must not contain anything that is likely to cause serious or widespread offence.
- Objective claims must be backed by evidence.
- Marketers offering individual treatments, especially those that are physically invasive, may be asked by the media and the ASA to provide full details together with information about those who supervise and administer them. Practitioners must have relevant and recognised qualifications.
- Advertisements in broadcast media for services including clinics, establishments and the like offering advice on, or treatment in, medical, personal or other health matters are acceptable only if the advertiser can provide suitable credentials, for example, evidence of: relevant professional expertise or qualifications; systems for regular

review of their skills and competencies and suitable professional indemnity insurance covering all services provided; accreditation by a professional or regulatory body that has systems for dealing with complaints and taking disciplinary action and has registration based on minimum standards for training and qualifications.

Non-Surgical Practitioners – Guidance

The CAP Guidance also refers directly to ‘Non-Surgical Practitioners’. The JCCP is pleased to adopt, promote and endorse these recommendations: -

- Marketers should hold proof of practitioners’ qualifications from a reputable, independent source before making claims that relate to those qualifications.
- Marketers should not make claims which misleadingly exaggerate the skills, qualifications or experience of the practitioner of the intervention.
- Marketers should not misleadingly claim or imply that a practitioner is a medical professional or regulated by a professional body if that is not the case. They should take care not to claim or imply that such practitioners have professional systems of complaint or redress if they do not.
- Marketers should ensure that they do not misleadingly imply that they operate in a regulated clinical environment, if that is not the case
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The JCCP fully supports the many detailed Advice Online entries issued by CAP in areas such as ‘Before and after photographs’, targeting vulnerable groups, use of endorsements and testimonials, promotional marketing, using financial products to encourage treatments and many others that can be found on the CAP website at:

www.asa.org.uk/advice-and-resources/resource-library/advice-online.html

These advice notes are being updated all the time and new ones added. The JCCP will advise its registrants of the existence of these guidelines, publish links to them on its website and encourage stakeholders to use them.

The ASA notes the principle of clearly defined entry requirements for JCCP registrants and Education and Training providers in the area of non-surgical cosmetic and hair restoration surgery procedures with the focus on public safety.

JCCP/CPSA Code of Practice

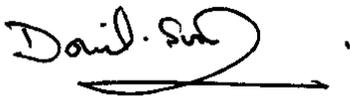
The recently adopted JCCP and CPSA Code of Practice foregrounds the importance of the Advertising Codes and guidance; this will send an important message to JCCP members about the need to advertise responsibly.

In the course of its regulatory activities, the JCCP will encounter examples of advertising which it considers might be in breach of the Advertising Codes. The JCCP will undertake to advise the ASA of such concerns. In such circumstances, it is appropriate that the ASA, as the first line of control, assesses and, where necessary, investigates such material. The ASA will therefore be receptive to referrals of such complaints from the JCCP on an ongoing basis.

From time to time it may also be useful for the ASA and the JCCP to review the quantity and nature of those referrals and the compliance of the sector more generally. By fostering an ongoing relationship, the ASA and the JCCP may identify opportunities for our two organisations to work together to encourage responsible advertising across this sector, particularly as the JCCP develops its regulatory influence.

The JCCP and CPSA are at one with the primary objective of ensuring public safety when it comes to the process of considering and then undertaking non-surgical cosmetic treatments and hair restoration surgery.

Professor David Sines CBE – Chair – JCCP

A handwritten signature in black ink that reads "David Sines". The signature is written in a cursive style and is underlined with a single horizontal line.

Guy Parker – CEO - ASA

A handwritten signature in blue ink that reads "Guy Parker". The signature is written in a cursive style.