



Press Release - Joint Council for Cosmetic Practitioners (JCCP) And Committee of Advertising Issue New Enforcement Notice on the Advertisement of Prescription Only Medicines in Aesthetics

The Joint Council for Cosmetic Practitioners (JCCP) has been working closely with the Committee of Advertising Practice (CAP) and the Advertising Standards Authority (ASA) to strengthen and reinforce advertising standards and codes within the aesthetic sector.

The JCCP is aware of the many concerns that have been presented regarding a number of misleading and exaggerated claims and misleading strategies that have been used to advertise cosmetic treatments to members of the public and to practitioners, including the explicit promotion of Prescription Only Medicines (POMs) such as Botulinum Toxin. As a result we have continued our work with CAP and ASA to clarify the permissible and prohibited practices in discussing POMs with the general public.

The new Enforcement Notice compiled by CAP draws upon existing policies written in both the *Human Medicines Regulations 2012 (HMRs)* and *Rule 12.12 of the CAP Code* which make very clear that the advertisement of Botulinum Toxin and its trademarks towards the public is prohibited and that enforcement action will be taken for any breaches of the guidelines on social media and failure to rectify them.

'After Friday 31st January, we will take targeted enforcement action using monitoring technology to automatically find problem posts for removal. This can include – where advertisers are unwilling to comply – referral to the MHRA or your professional regulatory body.'¹

The guidance stipulates that at no point should there be reference to Botulinum Toxin or allusion of it with words such as “Beautox”, hashtags or even as ‘wrinkle relaxing treatments’.

The JCCP supports codes and standards set out by the MHRA and CAP and their endeavours to protect the public from potentially misleading and harmful advertising. We will continue to work alongside CAP and ASA in identifying poor promotion within non-surgical cosmetics and encourage the discussion of POMs responsibly within the confines of the codes set out within CAPs which can be found below. As always the JCCP insists all of its practitioners



discuss non-surgical solutions including Botulinum Toxin and POMs during a face to face consultation and in confidence, providing the client with full knowledge of risks and results and allowing time to come to an informed decision on their treatment(s).

To read the full Enforcement Notice and the rules within it please use this :
<https://www.asa.org.uk/enforcement-notice-botox-social-media.html>

For other reading on advertising and copy content within medicine and aesthetics please refer to the following resources:

[Beauty and Cosmetics: Botulinum toxin products](#)

[Human Medicines Regulations 2012](#)

[Healthcare: Prescription Only Medicine](#)

[About ASA and CAP](#)

ENDS

Further Information on the JCCP

The Joint Council for Cosmetic Practitioners (JCCP) was established and launched formally at the House of Peers in February, 2018 following an extensive stakeholder consultation process undertaken by Health Education England (HEE) in accordance with the recommendations outlined in the Keogh Review (2013) on non-surgical treatments in England. The HEE standards were transferred to the JCCP by HEE in June, 2018. One of the key recommendations included in the 2015 HEE Report called for the established of statutory regulation for the sector and for the immediate creation of a voluntary register. The JCCP fulfils such a function

The JCCP is a 'not for profit' UK charitable body charged with the responsibility of voluntary 'self-regulation' of the non-surgical aesthetic sector in the four UK countries. The Mission Statement for the JCCP and its values are set out below:



accredited register

'The Joint Council for Cosmetic Practitioners (JCCP) is a Professional Standards Authority (PSA) accredited voluntary self-regulator of the non-surgical aesthetic industry in England and provides an informed and legitimate point of access for the public seeking information about this area of practice and where appropriate for raising concerns about practitioners. The JCCP places public protection and patient safety as the focus of its activities'.

The Charity's objects refer to the promotion of the health and safety of, and protection of the public by the development and implementation of high standards of performance and practice among non-surgical cosmetic practitioners and hair restoration surgeons, including the definition, creation and maintenance of an effective structure to inform the standard of professional education and training amongst non-surgical cosmetic practitioners and hair restoration surgeons.

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