

Press release

British College of Aesthetic Medicine (BCAM), London, UK, 21st September 2020

**BCAM LEADING the UK Aesthetic Medicine community with its record-breaking Inaugural Conference 2020!**

The leading experts of the UK Aesthetic Medicine specialty convened online last week for the 2020 British College of Aesthetic Medicine (BCAM) first “Virtual Conference.” The first UK organisation of its kind to attempt such an event, leading speakers explored the latest innovations, techniques and best practice in this burgeoning field of medicine, including complications management, body and weight, women’s health, skin of colour and COVID-19.

Patient demand for aesthetics continues to climb regardless of the pandemic yet patient safety fears remain through the lack of sector regulation. Delegates heard of rising complications from the beauty sector revealed in the College latest data report, drawing on the outcomes of over 280,000 patient consultations in 2019, data shared with the UK Department of Health & Social Care (DHSC).

Dr Uliana Gout, BCAM President commented: “BCAM is proud to lead the UK Aesthetic Medicine specialty with its first ever virtual conference. The College is the pioneer in the UK in attempting this, and we have delivered fully - 14 hours of content from many of our the sector’s leading experts over a whole week! We are proud to have risen to the COVID-19 challenge.

‘BCAM is going into its 20th Anniversary year next year in great shape even though 2020 has been the most challenging year in the history of Aesthetic Medicine. BCAM has shown leadership throughout, fact-based leadership, not just opinion, through our work at the highest legal levels plus sharing our unique sectoral oversight data with the Department of Health & Social Care. We strive to fulfil our role in providing clear evidence and information to our Members and colleagues based on facts. Our conference has underlined BCAM’s pivotal role in our specialty.’

Dr Catherine Fairris, Conference Director said: “Real thanks is due to BCAM’s sponsors - Church Pharmacy, HealthXchange Group, HA Derma, Aesthetic Source, Novo Nordisk, Enhance and Hamilton-Fraser. It is only with their backing that BCAM could attempt this ambitious project. Also a huge thank you to our speakers who joined us from all over world to deliver educational, evidence based and inspirational talks.”

BCAM Chief Executive, Mr Greg White said: “This has been a massive team effort and I am so proud of the College’s Trustees and staff for all their support in bringing this Virtual Conference together - it has been a fantastic team effort.”

Patient safety is paramount in Aesthetic Medicine. BCAM continues to work closely with the General Medical Council (GMC) and General Dental Council (GDC) to affirm Aesthetic Medicine as a recognised medical specialty.

BCAM Virtual Conference 2020 programme -  
[https://bcamconference.co.uk/event\\_programme.aspx](https://bcamconference.co.uk/event_programme.aspx)

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@BCAM01



The British College of Aesthetic Medicine



follow us on Instagram [@britishcollegeofaestheticmed](https://www.instagram.com/britishcollegeofaestheticmed) #BCAM2020

**NOTES TO EDITORS:**

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The British College of Aesthetic Medicine represents 400+ UK and international Aesthetic Doctors and Dentists whose mission is to help make Aesthetic Medicine safer, more ethical and more accessible to the general public.





BCAM2020  
British College of Aesthetic Medicine  
BCAM 2020 Virtual Conference  
Monday 14th -  
Saturday 19th September 2020

www.bcamconference.co.uk  
Instagram - @britishcollegeofaestheticmed  
#BCAM2020

The poster features a grid of 21 small portrait photos of conference attendees and speakers. The background is a dark purple color with white text.



DR ULIANA GOUT  
BCAM PRESIDENT

BCAM2020  
British College of Aesthetic Medicine

DR PAUL  
BCAM A  
CLINICA

Uliana Gout

Chat, Turn Off, DGA

Zoom Webinar

The screenshot shows a Zoom webinar interface. The main video feed displays Dr. Uliana Gout, the BCAM President, against a purple background with the BCAM2020 logo. The interface includes a name bar at the bottom with 'Uliana Gout' and 'Zoom Webinar', and a control bar with 'Chat', 'Turn Off', and 'DGA' buttons. A banner at the top of the video feed reads 'DR ULIANA GOUT BCAM PRESIDENT'. To the right, another banner partially shows 'DR PAUL BCAM A CLINICA'. The background of the video feed also features the text 'BCAM' and 'BCAM2020'.