



NEWS RELEASE

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DO YOUR HOMEWORK BEFORE HAVING BOTOX

A Lincolnshire dentist, who also specialises in non-surgical facial treatments including line softening (Botox), is advising people to do their own research before going ahead with any procedures.

Dr Smith's warning follows the introduction of a government-backed online register of medically certified practitioners to combat the risks of receiving treatment from rogue practitioners which is due to launch to the public this week.

Dr Guinevere Smith from Lincoln is a qualified dentist and recently set up her own business, Facial Perfection.

She has studied advanced techniques in Botulinum Toxin, fillers and tooth whitening and treats patients at the dental surgery where she works and at a clinic in Face Facts on Steep Hill in Lincoln.

While Dr Smith welcomes regulation of the industry, she says the register set up by The Independent Healthcare Advisory Services (IHAS) may not be the best way of stopping bad practice.

"The IHAS hopes the register for providers of injectable cosmetic treatments such as botox and dermal fillers will steer people away from 'Botox parties' or treatments offered in inappropriate locations.

"However because the register is voluntary a lot of people, especially those who act irresponsibly and aren't fully qualified, just won't bother signing up."

The new scheme has also come under heavy criticism from plastic surgeons and according to a recent poll among members of the British Association of Aesthetic Plastic Surgeons, only 4% would consider signing up.

Consultant plastic surgeon and BAAPS president Nigel Mercer said: “It is evident from the information circulated by the IHAS to the profession that the scheme is being used as a marketing tool, its regulation appears rudimentary and their ‘Quality Mark’ is not recognised by the British Standards Institute or any other regulatory body.

“No regulation scheme should be set up in the interest of bringing in business. For example, clinics already have to register with the Care Quality Commission because it is the law and it is the job of this agency to regulate the facilities where these treatments are performed. The IHAS scheme is not enforceable and has no teeth to stop poor practice. It seems to be sold to the profession on the basis of marketing rather than patient safety.”

Dr Smith added: “In the absence of any external regulation I would advise anyone considering having treatment to do their homework first and find out who is treating you, where and what with.

“Performed by trained people in the right surroundings, these treatments are safe. Only medical, dental or nursing professionals can prescribe Botox and I would strongly advise against being treated by anyone who isn’t medically trained.

“As a dentist I have an in-depth knowledge of the muscles which control facial expressions and administer up to 30 injections every day. I have also worked in a pain-free dental surgery so I can treat people without causing them any unnecessary pain or discomfort.”

For more information please visit www.facialperfection.net.

For more information about this press release or to arrange an interview with Dr Smith please call:

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