

The do's and don'ts of advertising higher risk non-surgical cosmetic procedures

Examples of higher risk non-surgical cosmetic procedures include but are not limited to dental veneers, cosmetic injectables, injection lipolysis, thread lifts, sclerotherapy, microsclerotherapy, procedures using platelet rich plasma, biotherapy or injections of any products derived from the patient's blood and hair transplants.

This guide does not include all the advertising requirements and should be read with the *Guidelines for advertising higher risk non-surgical cosmetic procedures* in effect 2 September 2025.

Practitioner responsibility



Do
Patients before profit.
Treat each patient as an individual.



Don't
Do not exploit vulnerabilities or insecurities to increase demand for procedures.



Registration and titles



Do
Only use the title approved for your type of registration.
List your registration type and number.
Be clear about qualifications, experience or expertise.



Don't
Don't say you're a specialist if you don't hold specialist registration.
Don't use acronyms without explanation.
Do not call yourself 'world's best', 'magic hands' or similar.



Testimonials



Do
Turn off reviews, comments and tagging functions on your social media.



Don't
Testimonials cannot be used.
Do not:

- link to testimonials on third party advertising
- re-share stories or posts from a patient
- like or respond to a patient's social media post.



Under 18s and vulnerable people



Don't
Do not target or direct advertising at under 18s.
Do not exploit or target potentially vulnerable people.



Social media influencers



Do
You are responsible for an influencer's content about a procedure you performed.



Don't
Don't include testimonials from a social media influencer, ambassador or content creator.



Realistic expectation of outcomes



Do
Only make claims that are objective, demonstrable, or provable.
Be clear about outcomes, longevity and frequency to maintain outcomes.



Don't
Don't make claims about psychological or social benefits that cannot be supported by [acceptable evidence](#).



Use of images



Do
Get **informed consent** for use of images in advertising.
Comply with [TGA requirements](#) about advertising health services and cosmetic injectables.
Include a warning that outcomes are only relevant for this patient and do not reflect the results other patients may have.



Don't
Do not use images of under 18s.
No sexualised photos or lifestyle shots.
No cosmetic entertainment videos with singing and dancing.



Body image



Do
Recognise that ads may unduly influence some people.



Don't
Don't state or imply normal changes like ageing or facial features, are abnormal or undesirable.
Don't tell people having these procedures is normal or they can 'fix' natural variations and changes in their body.
Don't use apps to predict appearances.
Don't promote unrealistic images.
Don't imply wellbeing will suffer if they don't have this procedure.



Risk and recovery



Do
Be accurate, realistic and educative about risks.
Give realistic information about recovery time and experience.
Make information about risks easy to find on your social media or website.



Don't
No emojis that trivialise procedures.
Don't mislead with terms like 'gentle', 'quick', 'safe' and 'painless'.
Don't offer procedures as a competition prize.
Don't idealise with terms like 'perfect'.