

Visual examples of higher risk

non-surgical cosmetic
procedure advertising

September 2025

Context

Guidelines for advertising higher risk non-surgical cosmetic procedures (the guidelines) came into effect from 2 September 2025.

Ahpra and the National Boards have developed these visual examples to help advertisers comply with the guidelines.

These examples should not be relied on as a description of all the advertising requirements and should be read with the guidelines.

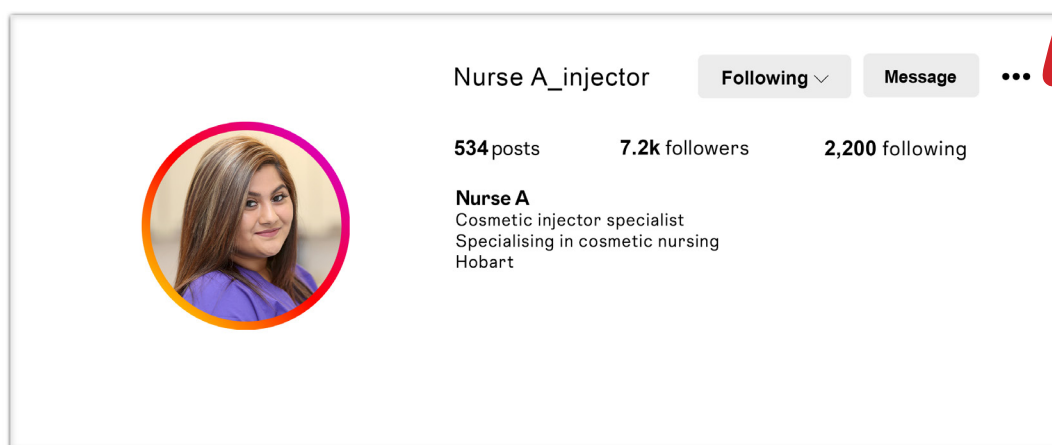
Examples of higher risk non-surgical cosmetic procedures include but are not limited to dental veneers, cosmetic injectables, injection lipolysis, thread lifts, sclerotherapy, microsclerotherapy, procedures using platelet rich plasma, biotherapy or injections of any products derived from the patient's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

The guidelines were developed to address the unique features of non-surgical cosmetic procedures that are not found in other areas of health practice and the specific risks involved in the advertising of higher risk non-surgical cosmetic procedures.

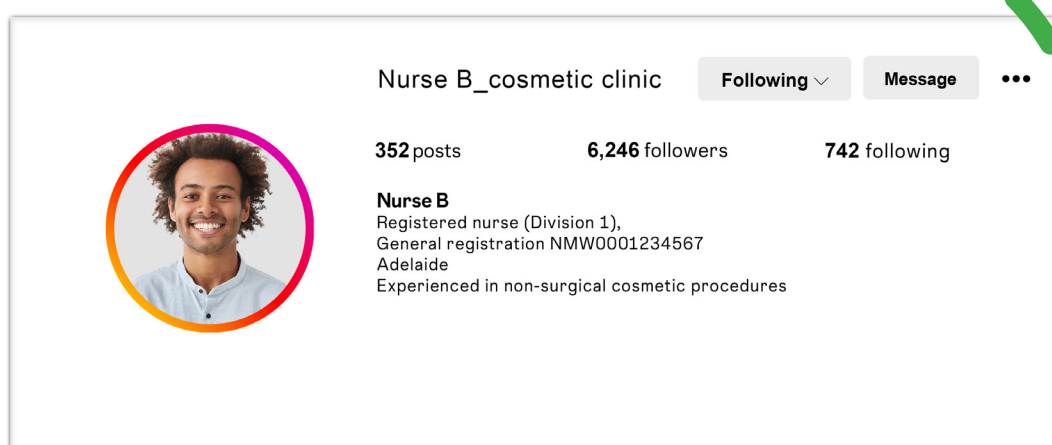
All advertising is also required to comply with the advertising requirements under the National Law and the [Guidelines for advertising a regulated health service](#).

Instagram profile

Nursing example

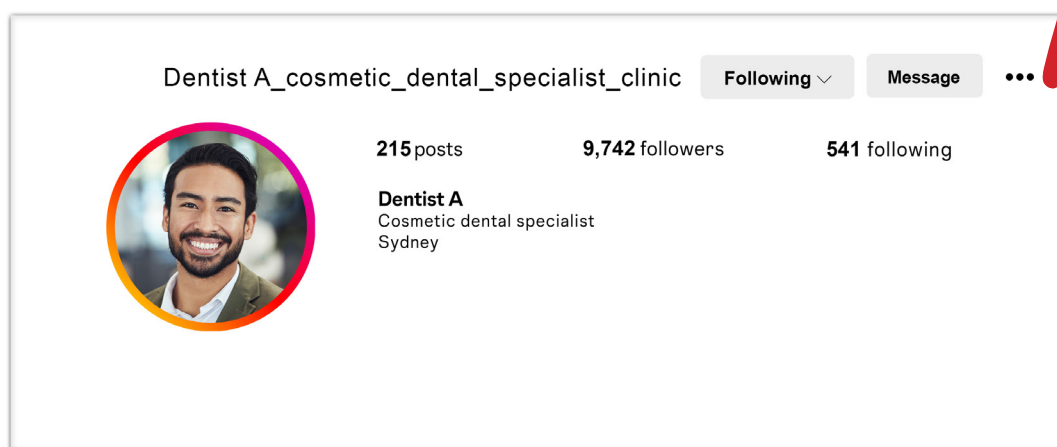


This profile does not include the required registration information including identifying whether they are a registered or enrolled nurse. The profile uses words such as 'specialist' and 'specialising' that is likely to mislead the public to believe the practitioner holds a type of specialist registration.

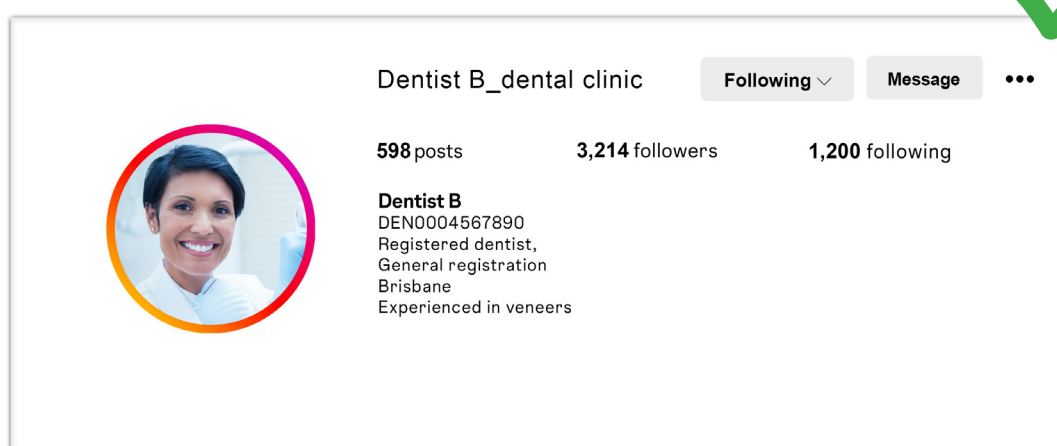


This profile includes the required registration information and uses appropriate language to describe experience.

Dental example

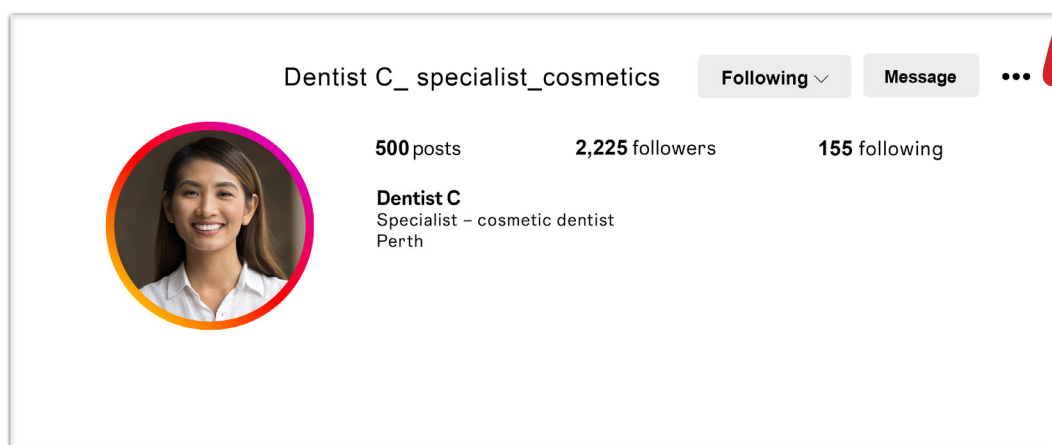


This profile does not provide the required registration information and uses incorrect specialist terminology, there is no dental specialty in 'cosmetic' or 'aesthetic' dentistry. Dentists who do not hold specialist registration cannot use the title 'specialist'.

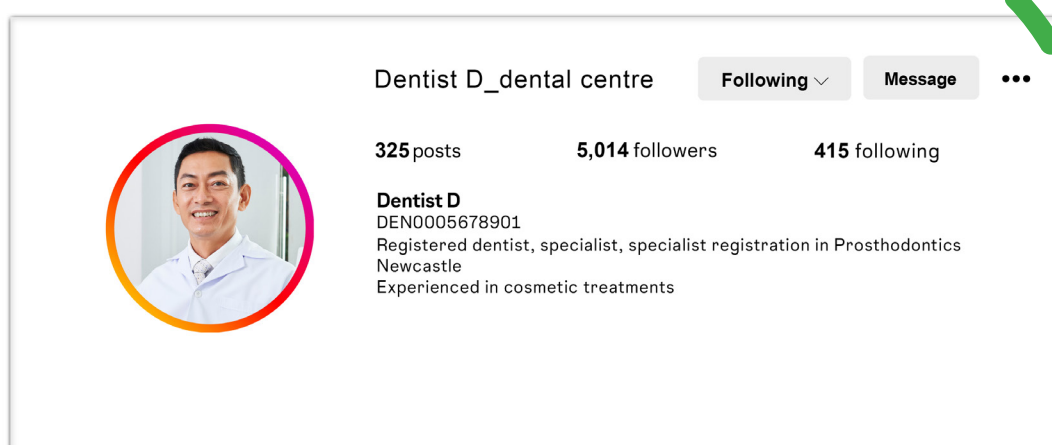


This profile includes the required registration information and uses appropriate language to describe experience.

Dental specialist example

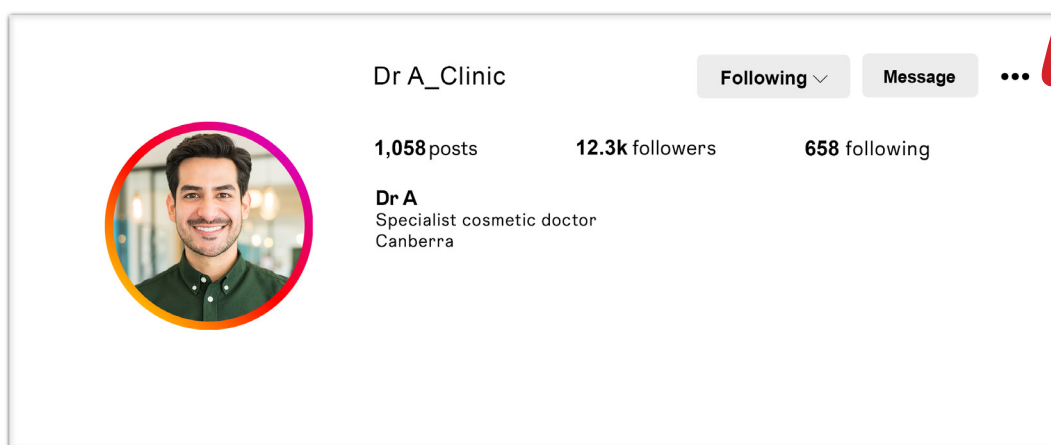


This profile does not provide the required registration information and uses incorrect specialist terminology, there is no dental specialty in 'cosmetic' or 'aesthetic' dentistry. Dentists who hold specialist registration must not use the title in a misleading way, for example, by overstating their specialist area of practice.

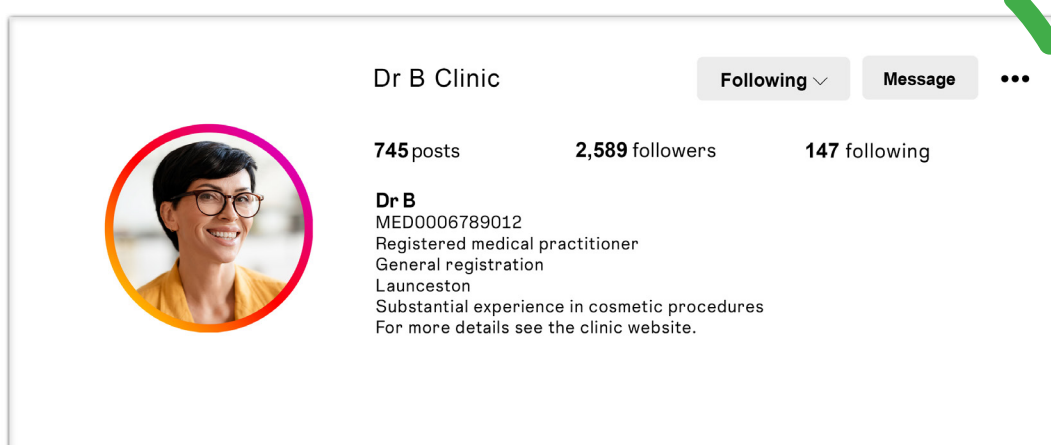


This profile includes the required registration information and uses appropriate language to describe the practitioner's specialist registration.

Medical example

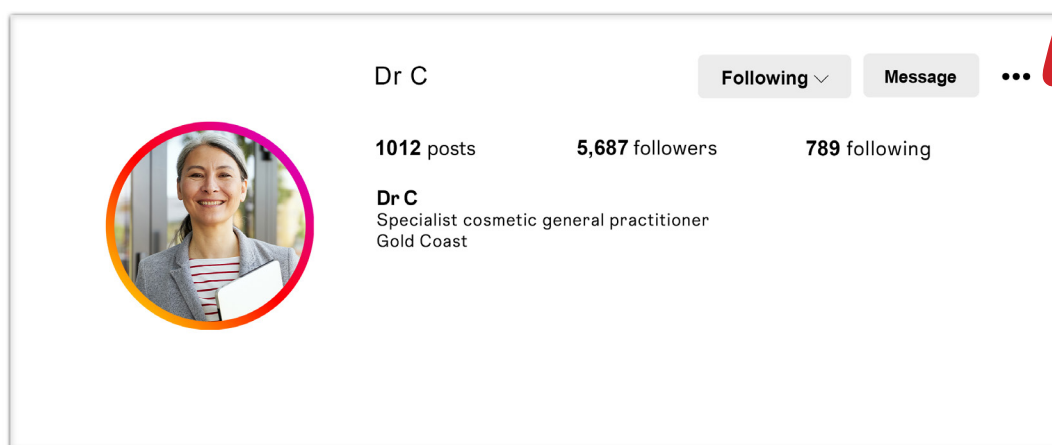


This profile does not provide the required registration information and uses incorrect specialist terminology. Medical practitioners who do not hold specialist registration cannot use the title 'specialist'.

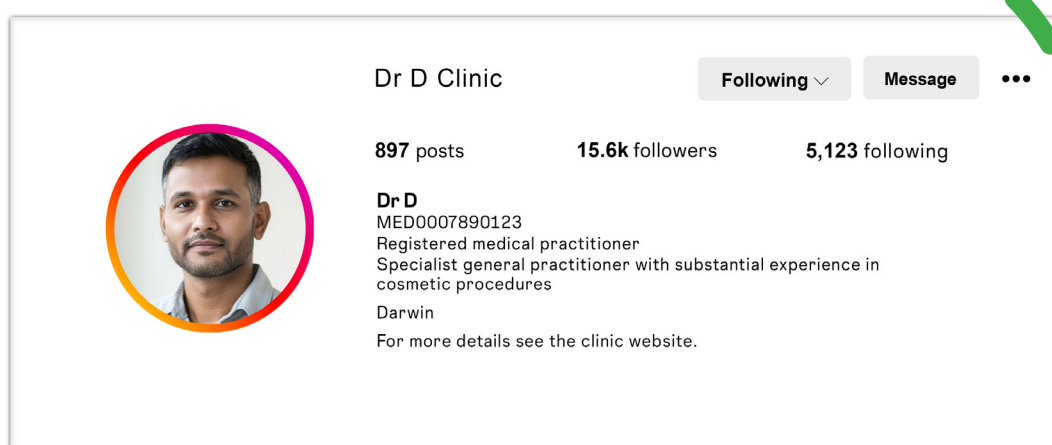


This profile includes the required registration information and uses appropriate language to describe experience.

Medical specialist example



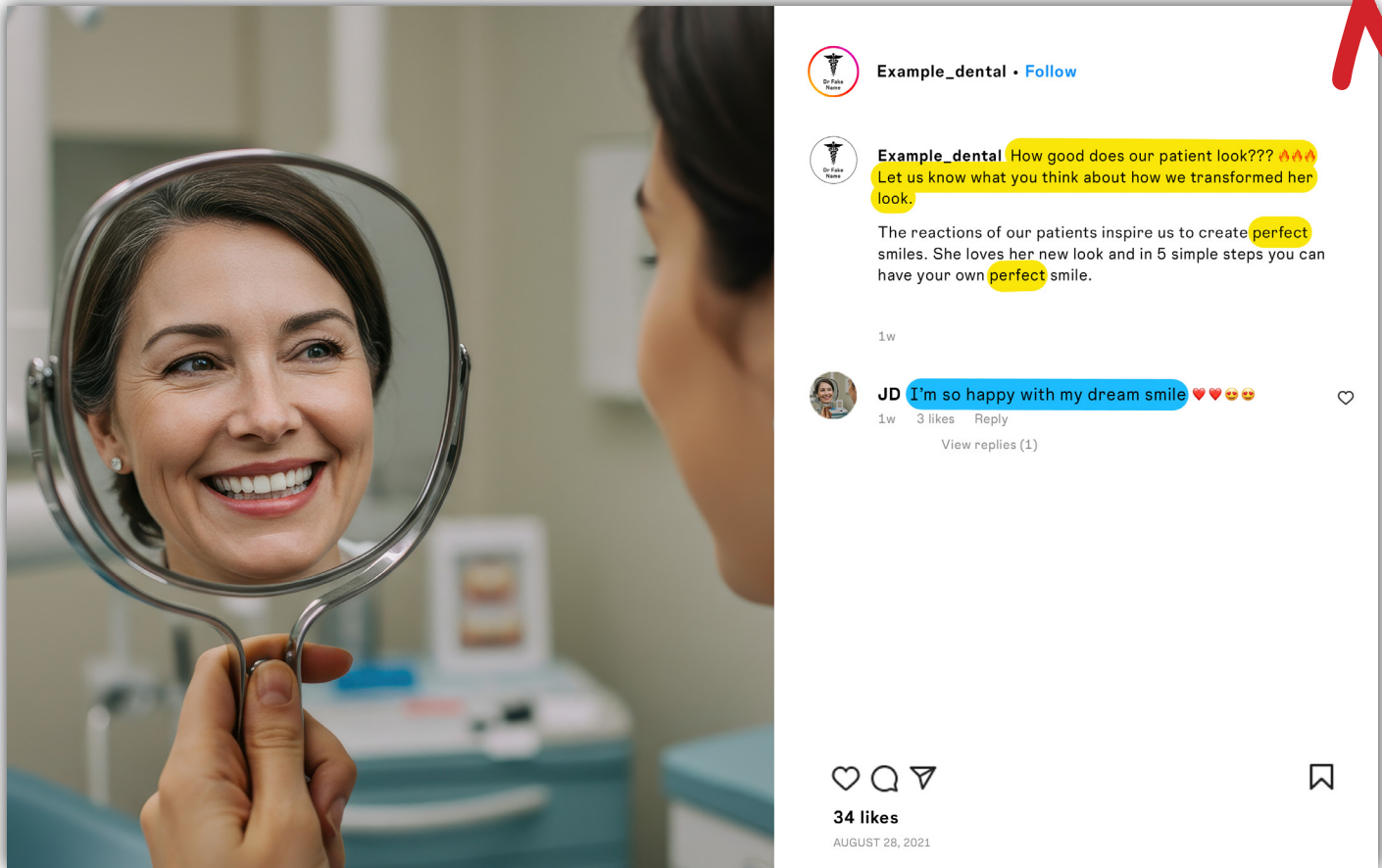
This profile does not provide the required registration information and uses incorrect specialist terminology. Medical practitioners who hold specialist registration must not use the title in a misleading way, for example, by adding descriptors to specialist titles that are not relevant to the recognised specialty.



This profile includes the required registration information and uses appropriate language to describe the practitioner's specialist registration.

Testimonials and use of images

Example 1



The patient response is a testimonial and should be removed, and consideration given to disabling comments altogether.

This post includes a reaction video, uses emojis to indicate an emotional reaction to the image of the patient.

The use of questions in the post encourages inappropriate interaction and comment about a patient's body.

Images should not be accompanied by captions or descriptions that idealise procedures such as 'more natural', 'ideal' and 'perfect'.

The advertising lacks a warning that outcomes may vary between patients and lacks information about or links to information about risks and recovery.

Example 2



Reposting a patient's content is considered a testimonial.

This post lacks a warning that outcomes may vary between patients.

Lifestyle images should not be used in advertising.

This post inappropriately idealises or sexualises cosmetic procedures.

This post also makes claims about psychological or social benefits not supported by acceptable evidence.

Testimonials

Example 1

Thank you to ExampleClinic. I am new to cosmetic injections and am overjoyed with the results. I no longer feel old and look tired. Thanks for letting my confidence shine ✨ ✨ ✨

Example 2

Confidence knows no gender! 💪 🧑
It's not just about looking your best but feeling your best too!! Dr F and team smoothed out the lines and boosted my confidence.

This advertising is considered a testimonial as it is patient comments discussing their treatment and outcomes.

This advertising is also misleading and may create unreasonable expectations in relation to the claimed psychological benefits.

Example 3

At Example_Clinic, we empower people to be the best versions of themselves.
Today a story about my client Sam
From anxiety to confidence: Sam's Transformation
Sam was 42 and anxious and wanted to regain their youth and feel confident again. And that's just what our cosmetic treatments did. Following treatment Sam said their self-confidence had increased and they could embrace social activities more confidently. If you want to keep up with the trends and look younger, embrace life and shine with confidence book a consultation with us.

This advertising is considered a testimonial (patient story) as it uses a patient voice to describe the outcomes of treatment.

This advertising is also misleading and may create unreasonable expectations in relation to the claimed psychological benefits.

Unreasonable expectations

Candidates for thread lifts

A thread lift can **transform your life** and treat the following concerns:



- Deep wrinkles, sagging skin, loss of volume which **constantly remind you of your advancing age?** Threads can provide a **natural looking solution to maintain your dignified appearance, and age gracefully.**
- Surgical procedures with risks and significant downtime? Thread lifts are non-surgical, **with low risks and no downtime,** making it a **popular** alternative to surgical face lifts.
- **Frustrated with the gradual changes of other non-surgical treatments?** Thread lifts provide **immediate and long-lasting results.**
- Reduced collagen? Thread lifts also gradually increase collagen production **resulting in improvements in texture and elasticity for a long time.**
- Is your professional image waning, are you not reaching your professional goals? **A restored confidence can translate into enhanced professional success.**
- Lacking confidence and self-esteem? Threads can provide a **youthful vitality restoring your confidence and self-esteem so you too can embrace life again.**

This advertising may create unreasonable expectations as it overstates the benefits of procedures. Advertisers should not imply that procedures will address concerns with body image, confidence, success at work, or improve self-esteem, which are not supported by acceptable evidence.

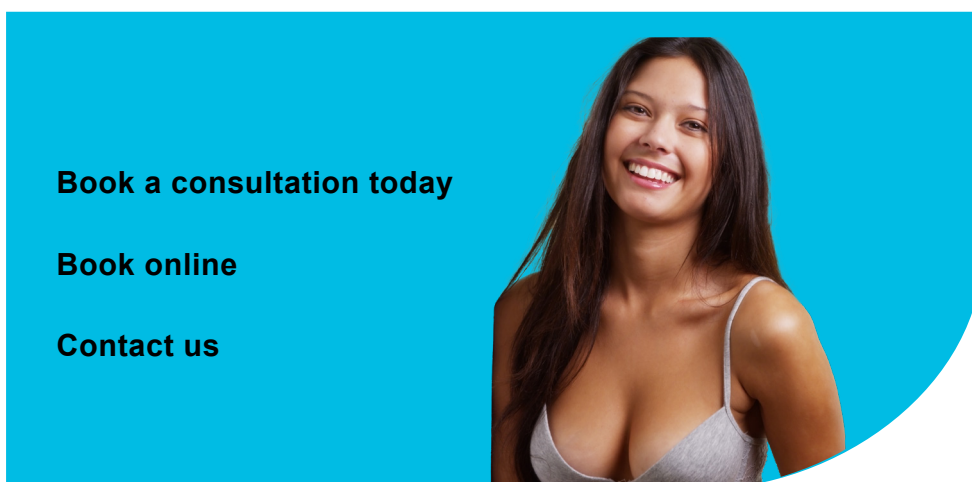
Language in this advertising is used to imply that the natural aging process is abnormal or undesirable or is not aesthetically pleasing.

This advertising uses minimising terms such as 'low risks' and 'no downtime' without providing any clear and realistic information about risk and recovery.

This advertising states or implies that it is normal to have these procedures (e.g popular).

There is unclear and misleading information about how long results will last.

Use of images



This advertising idealises or sexualises cosmetic procedures by using images of a person in lingerie.

Advertisers should use images in advertising responsibly and for the purpose of information and education only.

Body image

Example 1



Mum tums

Boosting self-esteem by building a healthy body image

Is your body image causing you **distress**?

Is it affecting your **mental health and self-esteem**?

Our **mum tum makeover** is a **simple** non-invasive course of treatments to **fix** those **undesirable** stretch marks and **saggy** skin on the tummy without the need for surgery. It's **pain free** and there's **no downtime**.

It's extremely **popular** and **the best way** to **restore your confidence** after pregnancy.

Ready to **become the best version of yourself?**

Book your no-obligation free consultation now and discover how our we can help you obtain your **ideal body** sooner. Let us create your personalised **life changing** plan today!

What's included

- Initial consultation
- Treatment plan
- **Long term results**
- Post treatment checkup

This advertising:

- uses language or statements, (e.g. mum tum makeover, undesirable) which are disapproving or imply that a normal change (e.g. post pregnancy body) body shape or bodily feature is abnormal or undesirable and can be fixed by non-surgical cosmetic procedures
- states or implies that it is normal to have these procedures (e.g. popular)
- states or implies non-surgical cosmetic procedures should be used to obtain an acceptable or 'ideal' body type
- makes claims about psychological or social benefits (e.g. restore confidence, life changing) which are not supported by acceptable evidence
- uses statements or marketing techniques that implies any desired outcomes can be obtained, e.g. obtain your ideal body
- trivialises non-surgical cosmetic procedures by using terms such as 'mum tum'
- uses phrases that imply wellbeing will suffer without the procedure e.g. 'best version of yourself'
- includes misleading information about how long the outcomes of the procedure will last.

Body image

Example 1

Dr G

Post pregnancy non-surgical cosmetic procedures

Normal physical changes occur during and after a pregnancy. Procedures to address these changes can help with abdominal separation, core and muscle strength, weight loss and skin tightening.

During a consultation with our team, we will discuss your treatment goals and options. A personalised treatment plan will be created for you.

Example 2

Example-Clinic

We know that wrinkles and fine lines are a natural part of life. We also understand that some people want to reduce the appearance of wrinkles.

Book a free 30-minute consultation with us to learn about your options to reduce wrinkles.

Why choose us for your wrinkle management?

- ✓ Consultations provided by qualified and experienced staff.
- ✓ Personalised treatment plans with costs and recovery information.
- ✓ Explanations about treatments and any preparation required.
- ✓ Explanations of any risks and side effects of treatments.
- ✓ Consent form completed before any treatment is started.

This advertising does not use language or statements which are exploitative, disapproving or imply that normal changes (e.g. post-pregnancy body and aging), body shape or bodily feature is abnormal or undesirable or is not aesthetically pleasing and need to be fixed by non-surgical cosmetic procedures.

Example 3

Dr H



Reclaim your Hair and Confidence today!

Want to restore your hair and your confidence?

Want to look good and feel good?

Imagine the feeling of running your fingers through a full, healthy head of hair after a hair transplant.

You too can feel empowered, self-assured and ready to face the world again with fuller, healthier hair.

Our hair transplants offer a permanent solution to hair loss, allowing you to enjoy the freedom of a naturally full head of hair.

Get started on the road to lasting transformation by contacting us today.

This advertising uses language and statements which are exploitative, disapproving or imply that normal changes such as hair loss due to ageing is undesirable or not aesthetically pleasing and can be fixed with a cosmetic procedure.

This advertising is misleading and may create unreasonable expectations in relation to the outcomes of the treatment and claimed psychological benefits.

Example 4

Example-Clinic



Hair transplantation

Our hair transplants can help address your hair loss.

A hair transplant is not a cure for baldness, but it can help cover your bald patch.

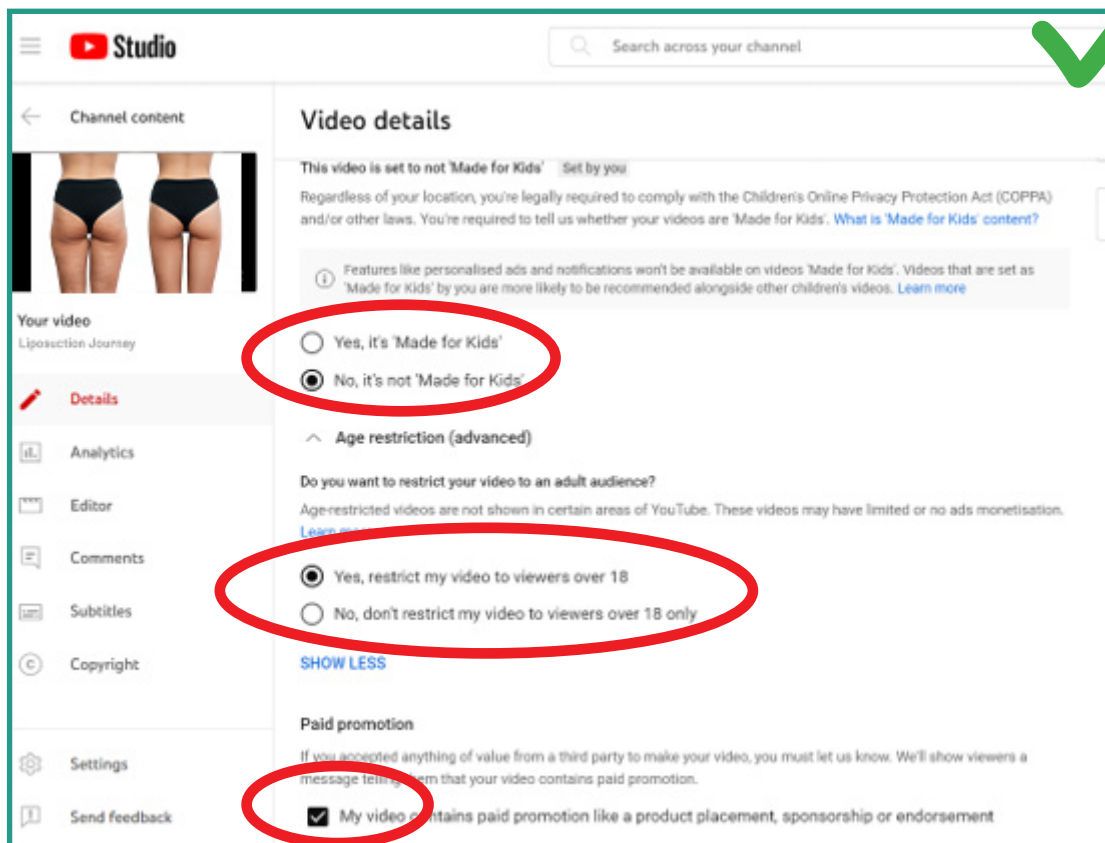
Our hair transplant combined with medication helps slow down baldness and hair loss.

Things to consider before a transplant with us:

- Our doctor needs to assess you to see if you are eligible for a transplant.
- The healthier and thicker your donor area, the better your results.
- Most transplants are successful, but it may take up to nine months to see results.

The advertising provides neutral, realistic information about treating hair loss and expected outcomes.

Identifying adult content – YouTube

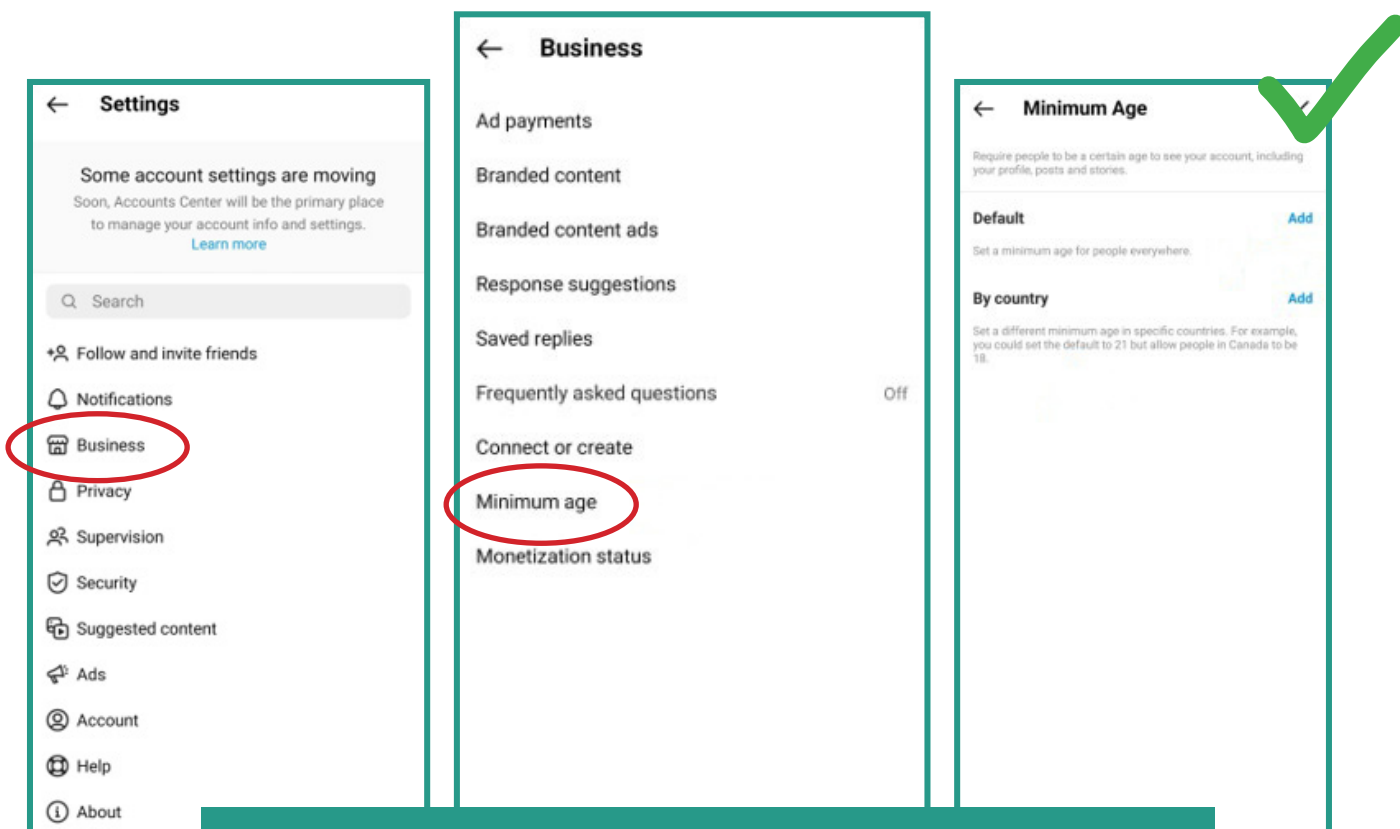


Every YouTube post that advertises higher risk non-surgical cosmetic procedures should identify that it is not 'made for kids' and that it should be restricted to viewers over 18.

Advertising by influencers who are being paid to promote the practitioner should also tick 'paid promotion' and meet any other platform requirements.

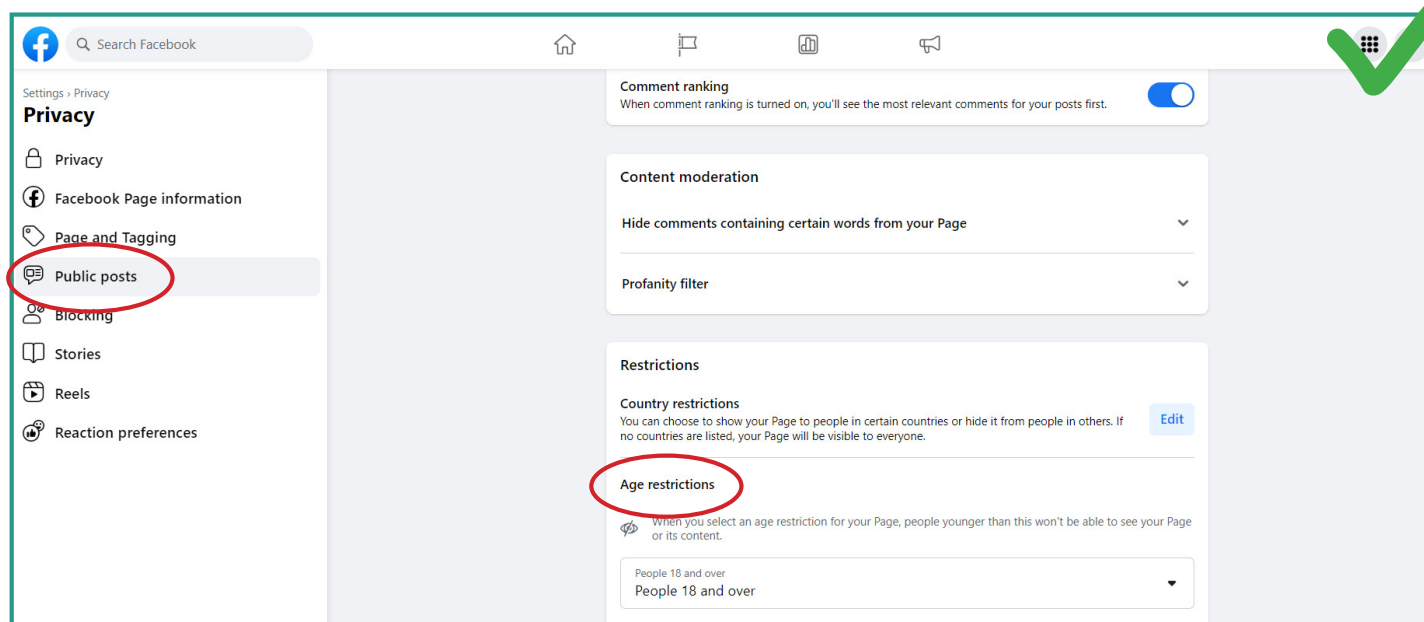
Advertising by influencers must meet the guidelines for advertising higher risk non-surgical cosmetic procedures.

Identifying adult content – Instagram



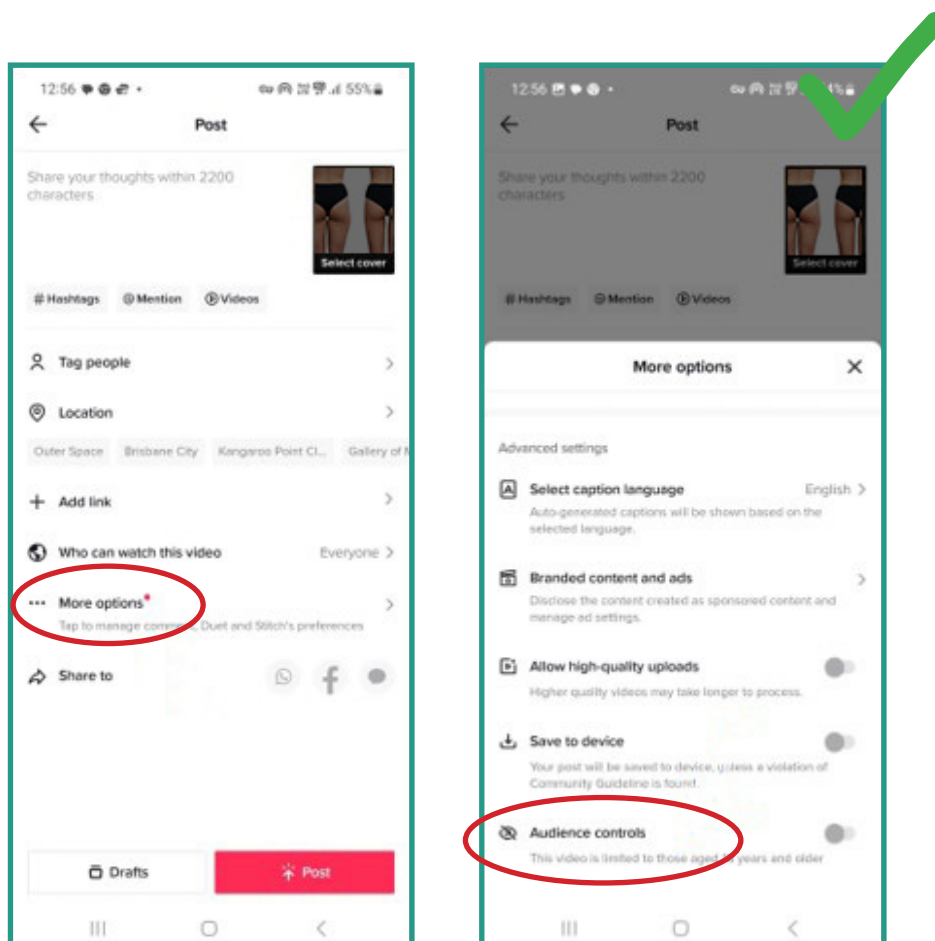
Every Instagram account that advertises higher risk non-surgical cosmetic procedures should identify a minimum age of 18.

Identifying adult content – Facebook



Every Facebook page that advertises higher risk non-surgical cosmetic procedures should include an age restriction for people 18 and over.

Identifying adult content – TikTok





Every TikTok post that advertises higher risk non-surgical cosmetic procedures should have audience controls activated to limit the video to those aged 18 and older.

Manage the mention and tag options – Instagram

Manage who can mention you

Your mention settings allow you to manage who can link your account in stories, comments, live videos and captions.



To update your mention settings:

1. Click  **More** in the bottom left, then click **Settings** .
2. Click **How others can interact with you**.
3. Below **Mentions**, click a circle to select who can mention you (e.g. **Everyone** or **No one**).

Manage who can tag you

Your tag settings allow you to manage who can tag your account in their photos and videos.

To update your tag settings:



1. Click  **More** in the bottom left, then click **Settings** .
2. Click **How others can interact with you**.
3. Below **Who can tag you**, click a circle to select who can tag you (e.g. **Everyone** or **No one**).


Disabling the ability for others to 'mention' or 'tag' you on Instagram reduces the likelihood of breaching the prohibition on testimonials.

Reviewing tags – Instagram

You can choose whether posts you're tagged in appear on your profile automatically or manually. When you choose to add photos and videos manually, they'll only appear on your profile after you've approved them. By default, when someone tags a photo or video of you, it will automatically be [added to your profile](#).

To manually select the photos and videos that appear on your profile:

1. Click  **More** in the bottom left, then click **Settings** .
2. Click **How others can interact with you**.
3. Below **Manually approve tags**, select **Automatically show tagged posts on your profile** or **Manually approve posts when you're tagged in them**.

If you choose to add photos and videos to your profile manually, you'll still be notified when someone tags you in a photo or video. To add that photo or video to your profile, click the photo and then click  in the top right. Select **Post options** and then select **Show on my profile** or **Hide on my profile**.

Learn more about how to [hide a post that you've been tagged in](#) from your profile.

Manually reviewing posts that you have been tagged in reduces the likelihood of breaching the prohibition on testimonials.

Turning off reviews – Facebook

To turn Recommendations on or off for your Page:

1. Log in to Facebook, then click your profile photo in the top right.
2. Click See all profiles, then select the Page that you want to switch into.
3. Click your Page's profile photo in the top right.
4. Click Settings and privacy, then click Settings.
5. Click Privacy in the left menu, then click Page and tagging.
6. Toggle Allow others to view and leave reviews on your Page? on or off.

Note: If your Page previously had reviews, Recommendations have been automatically turned on for your Page. If you can't find a review, check your Page's recommendations (you can filter by most recent recommendations to help you find it). If you still can't find a review or recommendation, it may have been removed because it didn't follow our [Community Standards](#).

Disabling recommendations reduces the likelihood of breaching the prohibition on testimonials.