



MEDIA RELEASE

AUSTRALIA'S COSMETIC MEDICINE INDUSTRY STILL BOOMING

Wednesday, 6th May 2009 – The cosmetic medicine industry is thriving in Australia with an estimated \$345 million spent on non-invasive and minimally invasive¹ treatments to the year ended 31st March 2009, up 15% on the previous year. The figure was released today by the Cosmetic Physicians Society of Australasia (CPSA) ahead of its annual conference in Sydney (6-9th May).

CPSA members reported that for women, the most common cosmetic procedures remain anti-wrinkle treatments, dermal fillers for lips and areas of the face and laser treatments for scarring or hair removal. Men are also increasingly turning to non-invasive cosmetic treatments which include anti-wrinkle treatments to smooth out lines, acne scarring procedures and laser for permanent hair reduction.

Dr Gabrielle Caswell from the CPSA, said, "The Global Financial Crisis has not diminished Australians' appetite for cosmetic treatments and Australians' demand outstrips that of other countries, largely due to the greater skin damage and earlier ageing caused by our exposure to the sun.

"Our members have also reported a trend for patients to look for 'holistic' treatments. For example, they're asking for an overall consultation and assessment rather than simply asking for their lips to be plumped and they're doing a fair bit of preliminary research on the new technology and treatments on offer.

"Looking to the next twelve months, it is possible that the growth in demand for cosmetic treatments may drop to below ten per cent but we are optimistic that demand will remain strong," said Dr. Caswell.

-ENDS

For further information:

Maryann Stevens: 02 8297 1503/ mstevens@respublica.com.au

Tina Alldis: 02 8297 1504 / talldis@respublica.com.au

The Cosmetic Physicians Society of Australasia

CPSA members are dedicated, trained, registered doctors who offer medically proven cosmetic treatments. The CPSA continually monitors and upholds the ethics of its members and ensures they are kept up to date on the latest medically proven techniques. For further information on the CPSA visit www.cosmeticphysicians.org.au

¹ **Minimally invasive cosmetic procedures** – procedures that may break the skin but are less traumatic, do not usually involve the use of systemic anaesthesia and result in more temporary changes such as medium depth peels, collagen and Botox injections.

Non-invasive cosmetic procedures - procedures that do not usually break the skin, do not involve the use of either local or general anesthetic, such as superficial chemical peels, microdermabrasion and laser hair removal.

Invasive cosmetic surgery e.g. breast augmentation, liposuction are not covered by this survey