

Royal College of Physicians and Surgeons of Glasgow's response to CAP and BCAP consultation on the placement and scheduling of advertisements for cosmetic interventions

The Royal College of Physicians and Surgeons of Glasgow was founded in 1599 to improve quality and practice of Medicine.

Based in Glasgow, we have 15,000 Fellows and Members who work as senior clinicians throughout the United Kingdom and across the world. Unlike our sister Royal Colleges, we have a multidisciplinary membership, which we believe gives us a unique viewpoint of the health environment and the needs of patients and medical professionals.

The College supports this important initiative. Whilst much of cosmetic surgery regulation is voluntary (except when directly applied to medical practitioners), this initiative would be a clear signal that unethical advertising practices are wrong and in particular may do harm to this group of children and young people.

The College recognises that body image issues are common in children and young people. Advertising in general and particularly that related to social media and TV/online streaming should be limited. For those young patients with a need to consider corrective cosmetic surgery for clear medical indications such as genetic or traumatic causes, there is impartial advice from the relevant specialties via general practitioner and child and adolescent mental health services.

Dr Richard Hull, FRCP Glasgow

Honorary Secretary

Royal College of Physicians and Surgeons of Glasgow

16 September 2020