

Superdrug and Save Face call for diligence when choosing aesthetic practitioner

Shocking new data from Save Face, the UK's No.1 government-approved register for medical aesthetic treatments, highlights the level of malpractice among aesthetic practitioners, with 8 out of 10 patients receiving treatment from uninsured practitioners¹, and then being ignored or blocked by their practitioner when they tried to seek help when a treatment went wrong.

The research also found that 86% of people were not appropriately consented prior to treatment, and were not asked about their medical history, told about possible complications, or asked to sign a consent form.

Worryingly, more than nine out of ten people (92%) did not have a face-to-face consultation with a licensed prescriber, and 93% were not aware that any serious complications could occur. This data shows that there's a real gap in knowledge of consumers in what should be expected as part of an aesthetics procedure, and what should be provided by practitioners as part of the process.

Chloe Anderson, Head of Healthcare Services at Superdrug, commented, "It's worrying and disheartening to hear of such medical failures by those conducting aesthetic procedures. At Superdrug, we have thorough face-to-face consultations in place, where the procedure is conducted by one of our qualified independent prescribers who are NMC registered aesthetic nurses. This should be standard for all aesthetic practices and we can't stress enough the importance of choosing a registered healthcare professional for your treatment."

Ashton Collins, Director at Save Face, also commented, "At Save Face, we operate a national register so that you can find accredited clinics and practitioners for your aesthetic treatments, including Superdrug aesthetic health clinics and nurses who are also registered.

We also see the negative impact that aesthetic treatments can have when things go wrong. We have helped thousands of consumers who have reported complications and unwanted outcomes to us. This data enables us to identify key areas of risk and ascertain what leads so many people to fall into unsafe hands which helps to inform our public awareness campaigns and conversations with legislators.

Much more needs to be done to protect the safety of consumers seeking these treatments and to prevent people being able to administer them without proper training and medical supervision. We urge all consumers considering a treatment to ensure that they only entrust their health and appearance to a reputable healthcare professional."

Superdrug Aesthetic Clinics are registered with the professional bodies Save Face and JCCP. Superdrug provides a range of aesthetic treatments and packages, starting at £99, and all treatments are administered in registered premises by NMC registered nurses who are qualified as independent

¹ Data from Save Face Survey which gathered data from 2,824 aesthetic complaints in 2022

prescribers and trained in aesthetics. A free face to face consultation can be booked online and will be conducted in person by a qualified nurse in one of Superdrug's clinics. At this in-person appointment the patient will be asked to complete a medical questionnaire to assess your eligibility for the service. Superdrug's nurses will then review the information provided and form a clinical and professional opinion to ensure that the service is right for the patient. The service is available to people aged 18 years or older and photo ID must be provided. More information can be found at: www.healthclinics.superdrug.com/aesthetic-clinics/

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For further information, images or samples please contact superdrug@itsmaven.com

About Save Face

Save Face is the UK's No1 resource for all things related to aesthetics. It is the go-to source for members of the public and the press. Its website unites safety savvy people with safe, reputable and accredited medical professionals. Over 1 million people have used Save Face to research treatments and find a practitioner they can trust. It has also helped 10,000 members of the public who have fallen into unsafe hands and suffered complications, adverse reactions, and unwanted treatment outcomes. Save Face is the only Government Approved Register which is exclusive to Doctors, Nurses, Dentists and Prescribing Pharmacists.

Reactive Q&As - previously approved by Saif, Molly, and Niamh in June 2023

Link to service is <https://healthclinics.superdrug.com/aesthetic-clinics/>

Why have you reduced the age for these services from 25 years old to 18 years old.

We have reduced the age of our aesthetic services in response to our customers' feedback.

People want high quality aesthetic treatments from highly qualified healthcare professionals. Our nurse led anti-wrinkle treatments delivered in a clinical setting offer a safe, expert-led aesthetic option.

How will you assess a patient's suitability for your treatments?

Online bookings can only be made on Superdrug's system if the patient states their DOB and it works out if they are 18 years or over. If they are under 18, a patient will not be able to make a booking.

As part of the consultation the nurse will again establish a patient's age by requesting ID. The nurse

will also advise on the services on offer and which treatment if any is suitable for the patient. There is no obligation to proceed with a treatment during your consultation; we offer all patients in this service the opportunity to take time to consider the advice given by the Aesthetics Nurse. Our nurses have undergone safeguarding training to ensure all measures are in place when it comes to offering the service to adults 18 years and over.

What mental health safeguarding do you now have in place?

We assess a patient's mental capacity to engage in facial aesthetics as part of our aesthetics consultation process. This assessment is woven through the consultation by our trained and qualified aesthetic nurses, whose experience and qualifications far exceed current standards.

Our consultations are face-to-face to allow our nurse practitioners time to undertake a full and extensive consultation. This enables us to ensure we understand our patients' reasons for wanting aesthetic treatments. It also flags to our team any risks or concerns related to a patient's mental health.

What sort of information will a patient be required to provide to assess their eligibility?

All patients will be required to bring photo ID to their consultation as it is a service for those aged 18 years and over.

In the consultation with the nurse, all patients will complete a detailed medical questionnaire to assess their eligibility for treatment.

Will you perform a treatment on anyone over 18 years old who asks for it?

Our aesthetics nurse will review all the information provided by a patient during the structured consultation and form a clinical and professional opinion on if the treatment is appropriate for the patient.

Why have you set an age criteria of 18 years and older?

Our minimum age for this specific service is 18 years old to ensure that, when supported by a full clinical consultation, our customers are able to make the best decisions about engaging in aesthetic treatments

How will you enforce this age criteria?

Patients will need to confirm identity and age at the start of their consultation. We will require them to bring a photo form of ID to their consultation that clearly shows their name and age.

How often can customers have a treatment?

Our aesthetics nurse will review the information provided by a patient and form a clinical and professional opinion of treatment options that will be shared with the patient during the consultation.

Why are you promoting and encouraging people to inject themselves with 'poison' for aesthetic/cosmetic reasons?

We're providing people with choice when it comes to their own appearance. This service meets our customers' needs and provides them with high quality, nurse led anti-wrinkle treatments.

Botox is a drug made from a toxin produced by the bacterium *Clostridium botulinum*. In the UK it is a licensed medicinal product used medically to treat certain muscular conditions and cosmetically to remove wrinkles by temporarily paralysing facial muscles.

By selling these injectables you are reinforcing pressure on people to look perfect/younger/not be confident about their real selves. Please comment.

We're providing people with choice when it comes to their own appearance.

We launched this service to meet our customers' needs and provide them with high quality, nurse led anti-wrinkle treatments. We are only employing experienced nurse practitioners to operate this service.

By selling these injectables, you're exploiting people's insecurities for commercial gain. Please comment?

We introduced the service in response to customer demand. We are providing an accessible, professional access route into the service for people who might not be comfortable using private clinics or clinicians who visit them at home.

By selling bundle deals you're actively encouraging people to make further unnecessary invasive changes to their appearance. Please comment

All consultations are undertaken by a qualified nurse, during which treatment areas are discussed and agreed by both the nurse and patient. Recommendations on products always sits with the clinician. The clinician may recommend a combination of treatments if appropriate in order to achieve the patient's desired outcome. Our packages demystify these potential combinations for our customers and enable them to make an informed choice about their preferred treatment options and the potential price of the consultation.