

Code of Practice relating to:

Non-Surgical Cosmetic Procedures

Promoting transparency and enhancing public
confidence in the dental profession

March 2013

Code of Practice relating to: Non-Surgical Cosmetic Procedures

1. The use of botulinum toxins and dermal fillers

- A** It is the view¹ of the Dental Council that the use of botulinum toxins and dermal fillers for cosmetic treatments² is not the practice of dentistry.
- B** The Dental Council acknowledges that the use of botulinum toxins or dermal fillers may be justified in exceptional circumstances, for example in the treatment of temporomandibular joint disorder/dysfunction or the management of chronic pain. It is expected that in this context the treatment will only be undertaken by dentists with the appropriate education, training and competence; and the treatment must be for an anticipated health gain.
- C** Only products authorised by the Irish Medicines Board can be used, even if the indication for which they are to be used is not authorised. The general conditions of use set out in the Summary of Product Characteristics including contraindications, warnings, precautions, and monitoring requirements should be complied with in so far as they are relevant to the proposed use.

¹ The view of the Dental Council is not determinative in the context of law generally or fitness to practise

² Cosmetic treatments are “Non-surgical, non-incisional (although in some cases piercing of the skin may be involved) procedures that revise or change the appearance, colour, texture or structure of bodily features to achieve what patients perceive to be more desirable” **Independent Healthcare Advisory Service (IHAS)**.

2. Obligations on Registered Dentists

As a registered dentist you have the following obligations if you choose to use botulinum toxins and dermal fillers for cosmetic treatments:

- i** You must only provide these treatments if you have undertaken additional education and training, and attained the necessary competence
- ii** You must ensure that you are competent to reliably obtain written, valid and informed consent for cosmetic treatments. The patient must sign and be provided with a copy of this Code of Practice as part of the consent process
- iii** You must be aware of the conditions for the authorisation of products you use and the advice that different preparations of botulinum toxin are not interchangeable
- iv** You must have appropriate indemnity insurance cover
- v** You must not in any way promote, market or associate these procedures with the promotion or marketing of your practice as a dentist
- vi** You must display a copy of this Code of Practice prominently in your practice and it must be situated in a place where the patient could reasonably be expected to see it before treatment.

The Code of Practice is issued pursuant to Section 66(2) of the Dentists Act, 1985. Failure by dentists to observe this Code of Practice may lead to Fitness to Practise proceedings being taken under the Dentists Act, 1985.

Guidelines regarding the promotion and marketing of Non-Surgical Cosmetic Procedures

1. It is the view of the Dental Council that that the use botulinum toxins and dermal fillers for cosmetic treatments is not the practice of dentistry.
2. The promotion or marketing of these treatments must be distinct and separate to the promotion and marketing of your practice as a dentist. For example, this will entail maintaining separate websites, placing separate advertisements and having separate practice brochures, posters, etc.
3. The promotion or marketing of the use of botulinum toxins and dermal fillers for cosmetic treatments must be:
 - a. truthful
 - b. legal and decent
 - c. factual
 - d. relevant and accurate

and such information must not:

- e. mislead the public
 - f. bring the profession into disrepute.
 - g. exploit or take advantage of
 - i. the physical and emotional state of patients
 - ii. the public's lack of knowledge of medical and/or dental subject matters.
4. The promotion or marketing of the use of botulinum toxins and dermal fillers for cosmetic treatments must include a statement confirming that you are professionally indemnified for the provision of such treatments.
 5. A copy of the Dental Council's Code of Practice regarding Non-Surgical Cosmetic Procedures must be prominently displayed in the practice. It must be situated in a place where the patient could reasonably be expected to see it before treatment.
 6. As a dentist you are still obliged to comply with all Dental Council's Codes of Practice.