

Press Release

Plastic surgeon safety warning about high street botox offering

Surgeon Urges Public to Avoid Cutting Corners on Medical Procedures

September, 2007

A leading consultant plastic surgeon has today spoken out after news that beauty products chain, Superdrug, is to offer Botox and other cosmetic treatments on the high street – with the first store to offer the treatments being Milton Keynes. Adrian Richards, (www.adrianrichards.com), believes this initiative trivialises serious medical procedures by equating them to the purchase of over-the-counter cosmetics and everyday beauty products.

According to Adrian Richards, consultant plastic surgeon and member of the British Association of Aesthetic Plastic Surgeons (BAAPS):

“This latest development is further indication of the trivialisation of non-surgical procedures. They are becoming more and more popular and therefore more accessible, but people should remember that these are, after all, medical procedures and should be carried out by appropriate providers in the right environment. Cost savings in these instances are marginal and do not outweigh the potential risk factor should anything go wrong. Medical facilities and expertise to deal with potential problems is crucial.”

Superdrug’s non-invasive cosmetic services will be provided by a leading commercial clinic – and will include Botox, injectable dermal fillers and microdermabrasion, among other popular cosmetic treatments. Adrian Richards is not surprised about the move:

“I am saddened but not surprised at the relentless pressure from these clinics to ‘downgrade’ medical procedures to the status of innocuous ‘beauty treatment’ – I imagine it makes commercial sense to them. However, it is the patients’ safety that is compromised, as well as their understanding of possible risks and side effects when the procedure is being sold alongside shower gel and lip gloss.”

Notes to Editors

Adrian Richards is acknowledged as one of the leading facial rejuvenation surgeons in the UK, carrying out more than 100 facial rejuvenation surgical procedures each year. He has been at the forefront of bringing new, advanced techniques to the UK and ensuring that all our patients receive the most skillful, caring and appropriate treatment.

The practice uses the most advanced surgical techniques available, together with non-surgical aesthetic procedures.

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