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Aesthetic medicine in the UK, a conflict between medics and non-medics

Over the past years the term and field of “aesthetic medicine” in the UK has been infiltrated by non-medically trained individuals, which should have caused a concern about the risks of patient safety by regulating bodies. Unlike many European countries like Spain, where only doctors are allowed to carry out aesthetic medicine procedures like injections with botulin toxin, in the UK almost ANYBODY can go ahead and do it ANYWHERE considering they can get the POM prescribed by a nurse prescriber or doctor. This has greater implications that go further than patient safety; it has evidenced a huge grey area where the lack of regulations in the UK and interests of companies of medical devices, insurance companies, tax acquisition and regulating bodies of medical professions have not come to an agreement which has led to a conflict between non-medical individuals and nurses, dentists and doctors carrying out aesthetic treatments. For anyone considering venturing in the business of aesthetic

medicine in the UK, they will find the competition is not only with peers but with individuals that are not required to have a medical degree, insurance or clinical premises. However this business is the largest growing world wide, therefore appealing and profitable for the medical professionals venturing in it; however the business development and marketing strategies have to be adapted to the unique situation in the UK.

Speaker Biography

Jorge Zafrá is the Founder & CEO of Zafrá Medical which is a private medical practice specialised in Aesthetic Medicine and Anti-Ageing, Board Director of Litfield House Medical Centre in the UK and Medical Director of Digital Hermes specialised in Medical Marketing with offices in the UK and Dubai. He has a vast international and multicultural experience throughout his medical career including a Master’s degree in Aesthetic and Anti-ageing Medicine from the Universitat de Barcelona, Spain. He is a registered a GP with the GMC and is a published author in the Aesthetics Journal in the UK.

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