

## **Media Release**

8 January 2008

### **SUFFOLK MEDICAL PRACTITIONERS BACK HARD HITTING REPORT ON COSMETIC CLINICS**

**A Suffolk-based medical clinic has spoken out following the latest Which? Report on UK cosmetic surgery clinics.**

According to the recent report people wanting cosmetic surgery are being told lies by clinics which press them to opt for expensive and risky operations and then use unqualified practitioners for the procedures.

The founders of leading East Anglian business Suffolk Medical Clinic have today applauded the research and say consumers would be wise to consider other non-surgical options.

Undercover investigators working for Which? found that in some UK clinics, ill-trained sales assistants made false claims about operations, and said that there was proof that those who had plastic surgery enjoyed a "much higher quality of life".

The researchers also unearthed widespread evidence of pressure selling in the £906m industry, with one sales adviser even flashing her altered breasts to clinch a sale.

In another breach of industry rules, surgeries tried to rush customers into having an operation, offering time-sensitive discounts and encouraging booking early to get a discount. Industry guidelines ban time-limited financial inducements. Which? was also perturbed by "buy one, get one free" offers.

Dr Anthony O'Neill MB., BS, who runs the Suffolk Medical Clinic with his wife Jenny O'Neill, RGN, described these results as shocking.

He commented: "With one in five Britons considering cosmetic surgery it's extremely worrying that so many people could be pressurised and misled in

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this way.

“Any type of surgery poses potential risks. It is vital that every patient is subject to appropriate medical checks and an in-depth consultation process which should be carried out by a medical professional.”

Jenny O’Neill continued: “There are many safer, non-surgical alternatives that people can consider before opting for more risky and expensive surgery.

“Suffolk Medical Clinic specialises in medical cosmetic treatments such as injectable implants, muscle relaxing injections, collagen replacement therapy, laser and IPL skin treatments.

“These mean that people do not automatically have to opt for surgery. Our range of treatments can offer dramatic results, not just for treating the signs of ageing but also for things like non-surgical rhinoplasty, jaw line contouring, chin and cheek augmentation.”

She added: “The Which? research showed that some practitioners doing cosmetic treatments did not have relevant specialist qualifications.

“Both myself and Anthony are advanced practitioners and our clinic is Healthcare Commission registered and approved. Anthony is a former GP and spent 15 years as a clinical assistant in dermatology. I am a registered general nurse and also spent eight years managing product development and beauty industry training for L’Oréal.

“We cannot stress how important it is for patients to select clinics that have professionally qualified staff. We would join Which? in urging the government to reconsider its decision to scrap the introduction of a regulatory framework for cosmetic treatments.”

Suffolk Medical Clinic is based at 6 Broad Street, Boxford, Sudbury and can be contacted for advice on 01787 211000.

- **Ends** -

## NOTES TO EDITORS

FOR further information or to arrange an interview with Suffolk Medical Clinic, contact Deborah or Sharon of Lexia Media on 01394 446494 or 07974 359001 or e-mail [deborah@lexiamedia.co.uk](mailto:deborah@lexiamedia.co.uk) or [sharon@lexiamedia.co.uk](mailto:sharon@lexiamedia.co.uk)

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