



# 2024 COSMETIC ADVERTISING GUIDE

Marketing your  
cosmetic business



# Cosmetic Injector

The following information is  
here to help you promote  
your cosmetic business  
while adhering to the new  
regulations regarding the  
advertisement of  
prescription based  
medication



# But first, a quick recap on what ISN'T allowed...

- Business names or Instagram names with the word Inject, Injector or Injectables visible
- Use of before and after images where it is clear the after photo has been achieved through a prescribed medication such as Filler or Anti-wrinkle injections.
- Use of the word dermal filler/ Anti-wrinkle, or any other word or hashtag that insinuates that an S4 drug has been used or is being promoted to the public.
- Pricing made available to the public that provides information about an S4 drug eg. Dermal Filler 1ml \$590. Pricing is however allowed when in reference to a treatment itself eg. Lip treatment \$590.
- Collaborating with an influencer for an S4 drug marketing tactic, influencers must pay full price and can promote your business however you can not reshare any of their posts or stories.
- Sharing or encouraging testimonials regarding promotion of an S4 drug
- Promoting a discount or promoting payment options for an S4 drug
- Providing brand names or dosage information
- Description words such as 'Big and lush', 'luscious' 'Smooth' are prohibited as it promotes prescription drugs.
- Create reels or content that is trending or insinuates the use of an S4 drug.
- Encouraging clients to book in for an S4 drug in anyway
- Reference to units/mls.

For more information head to [www.tga.gov.au](http://www.tga.gov.au)



# MARKETING

A woman's hands are visible, holding a tall, slender glass filled with a light-colored liquid, likely champagne. The hands are positioned next to an open laptop on a light-colored wooden desk. The background is a soft, out-of-focus white wall.

## SERVICES

A shift to focus on the services that we can promote.

## WOM

Guidance on the best way to promote word of mouth referrals online and in person

## REVIEW

How to encourage and promote reviews from existing clients

## AFFILIATE

How to bring in clients through affiliate marketing

## CONVERT

Convert the high amount of consultations into paying customers

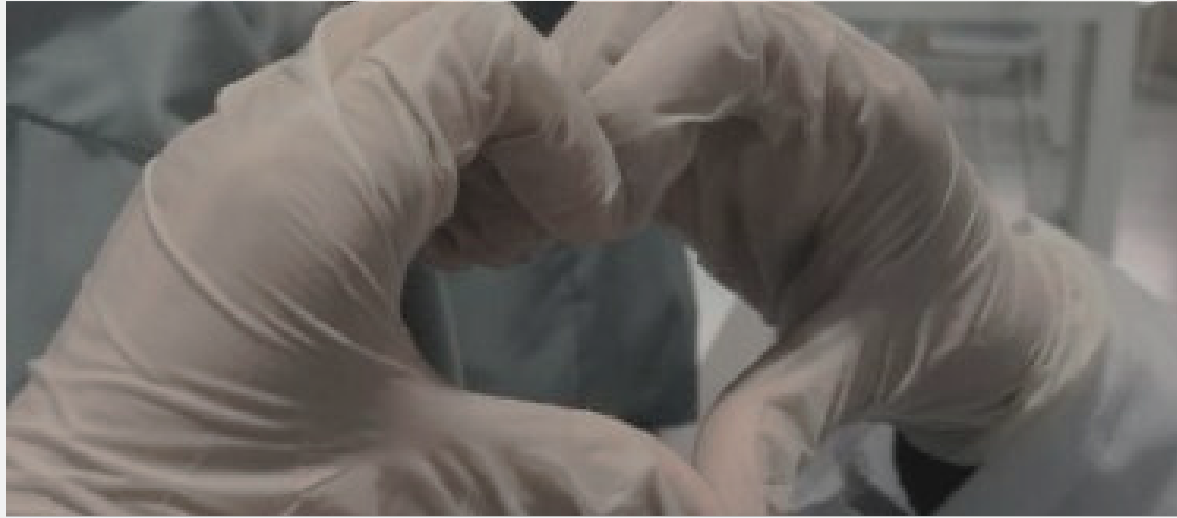
## PRICING

How to list prices while abiding guidelines

## BEFORE AND AFTERS

What we can do for now to avoid this.

# SERVICES



## The Shift

We need to focus on what we can do, rather than what we can't  
Now the focus is on creating a honest, reputable BRAND for yourself in order to bring people in.  
This means marketing yourself more as a business, rather than marketing your results as heavily as we used to.

To bring in new clients, it will be much easier if you also offer treatments that go hand in hand with the reduction of fine lines and slowing down the ageing process.

As we know, good skin requires a holistic approach of a number of things, skin treatments, injectables, diet and UV protection.

Such services you can offer in clinic are:

- Skin Needling
- Microdermabrasion
- Chemical Peels
- PDO & Mono threads
- PRP therapy
- Mesotherapy
- Facials
- Vitamin Infusions
- LED therapy
- Plasma Pen
- RF Skin treatment
- Dermaplaning

Basically anything NOT an S4...

No, you don't have to offer skin services.

However, providing skin treatments allows you freedom to market and advertise to the same clientele and target audience as Cosmetic Injectables.

This shift in promoting your services, is to bring in new followers online and in clinic, and convert them into your cosmetic services.

**(see next page on differentiating yourself from a skin clinic).**



# SERVICES



## The Shift

It's important that our audience online can differentiate us from a regular skin clinic. We want to promote the services we CAN advertise, but keep it very clear that our specialty is Cosmetic Injectables.

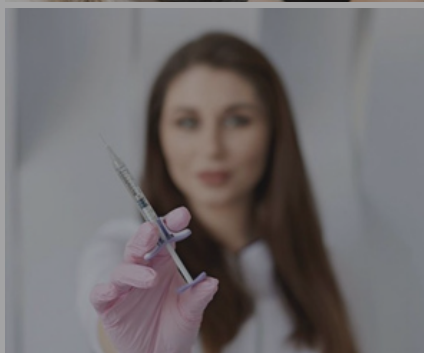
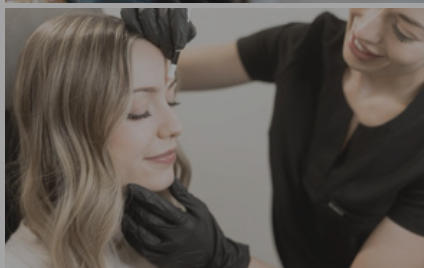
- Have your Instagram name or handle clearly state that you are a cosmetic nurse
- Promote images of yourself with needles/cosmetic products, setups/Injecting clients (pretending to) /drawing up anatomical points on clients faces etc.
- Ensure your captions state you are a cosmetic nurse Eg. Skin needling treatment performed By Cosmetic Nurse Courtney
- Encourage weekly posts on stories regarding consultations for treatments that require a script. Eg: "Book online below for a consultation regarding lip treatments"


### **When promoting consultations or S4 medications on your Instagram:**

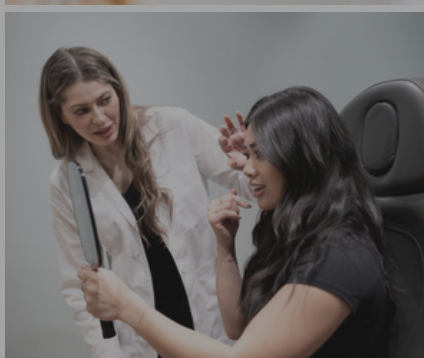
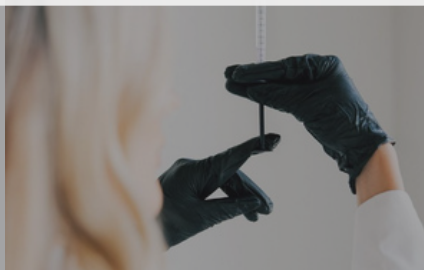
'advertisers should only refer to the type of consultations the service offers. For example:  
'our clinic can provide consultations about reducing wrinkles'.  
'our clinic can provide consultations about enhancing lip volume'.

## Lets look at the content we can post.....

The following images do not promote S4 medications, contain no images of a needle entering the skin, contain no before and afters promoting the use of dermal filler, and insinuates that any treatment could have been performed within the image. You can find more inspiration on Pinterest



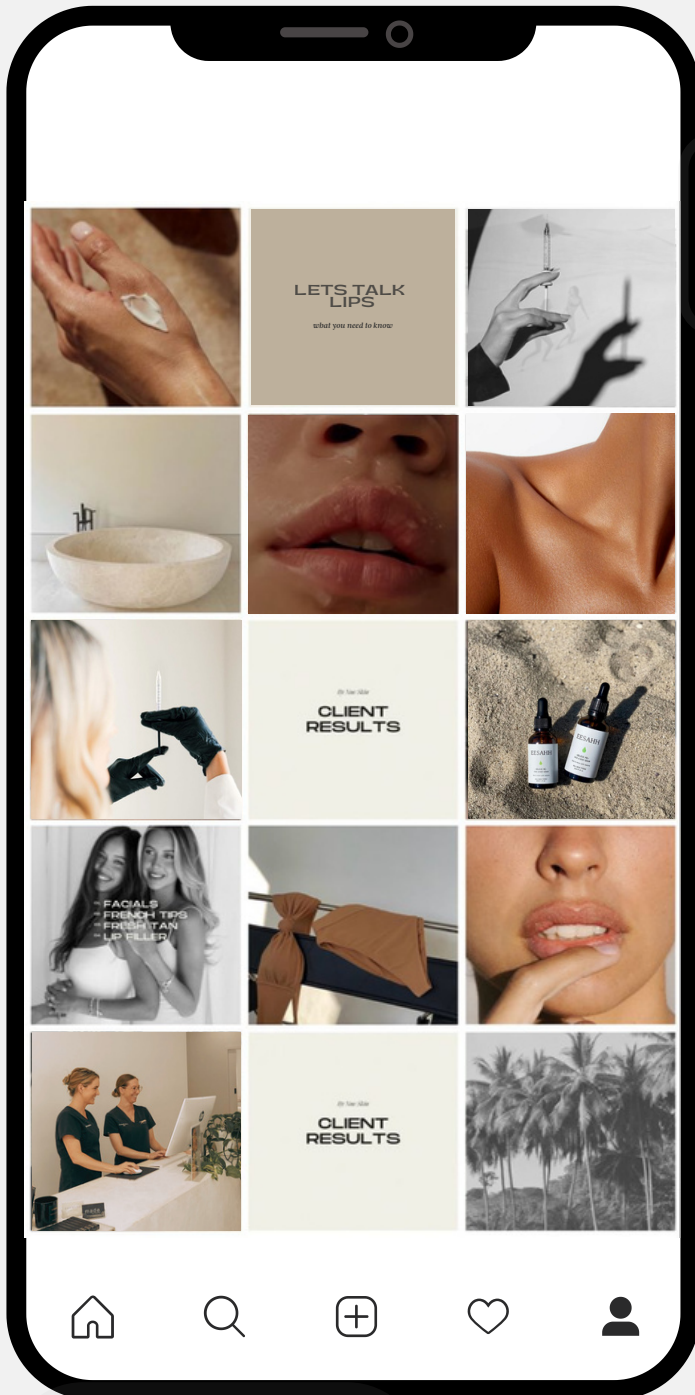
Cosmetic nurse aesthetic 



# FEED.

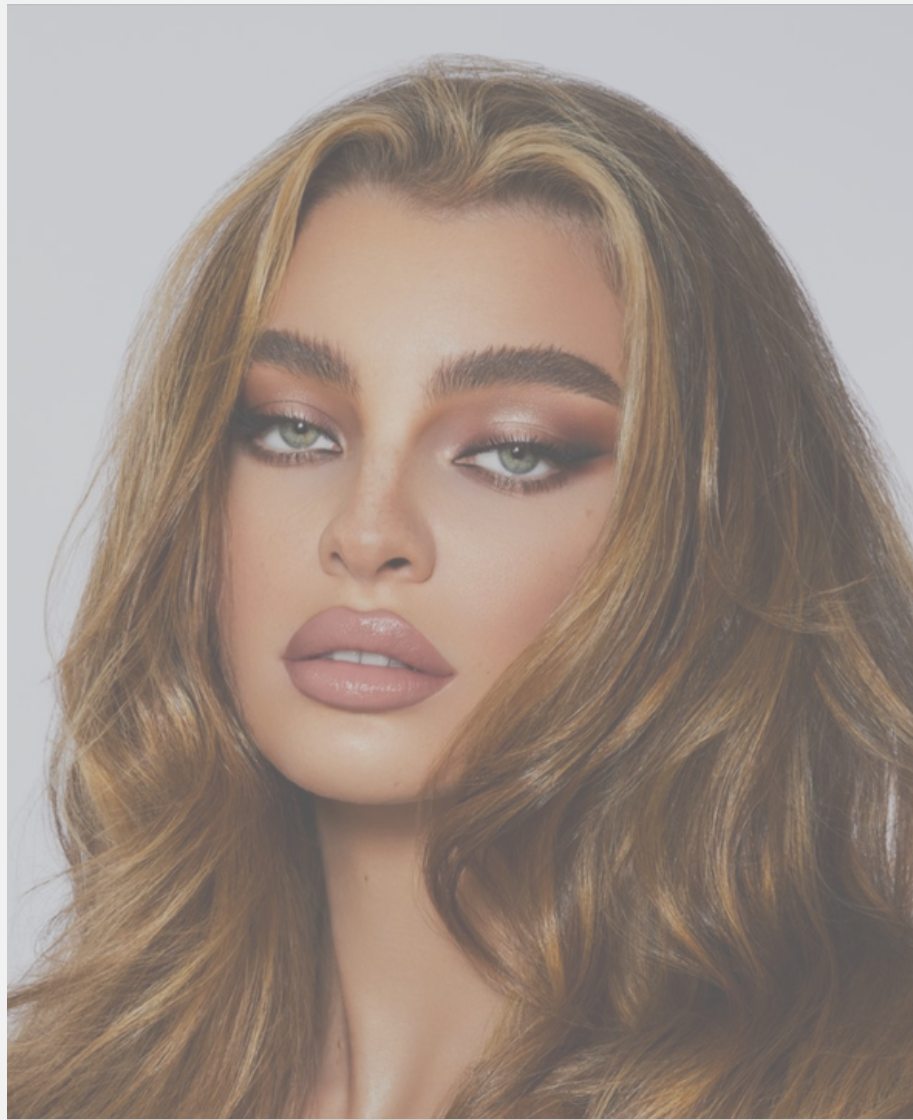
## An example of an instagram feed that follows regulations

- You want your instagram feed to represent YOU.
- Have clear branding so you build brand awareness around your business.
- Be very clear about what you offer just by looking at your feed.
- Give people a taste of what it would be like to book in with you.
- Entice people to want to know more
- Have a clear structure and content strategy behind each post. (what is the purpose of posting this image - education? reminder? relatable?)





# WOM



## Word-Of-Mouth

There is absolutely no regulations stopping us from encouraging word of mouth referrals for your business as a *whole*.

Ways that you can encourage and promote word of mouth referrals to your existing and new clients:

(this is where it's important to offer more than just injectables).

Bring a friend programs

First time client discounts

Referral incentives for clients

Competitions or giveaways (for your skin treatments or products)

Automatic review links for clients post treatment (for skin only)

Business collaborations

**(Reach out to me for any advice on these! I could go on and on about ways to get people talking about your business)**

# REVIEWS

## Sharing testimonials and reviews regarding S4 drugs are out, but we can work with what are allowed....

Encourage your clients to share a review based on your **business and performance alone.**

Eg. "Courtney is professional and informative, I highly recommend seeking treatment from her clinic"

We can prompt our clients to say this by automating follow up emails that encourage clinic reviews post treatment. See example



Clients that receive a skin treatment are heavily encouraged to write a review of their choice, and tag on socials!!

"Thank you for your recent visit here at Aesthetic faces.

While you may not be aware of the recent regulation changes, we now rely more than ever on word of mouth referrals and reviews.

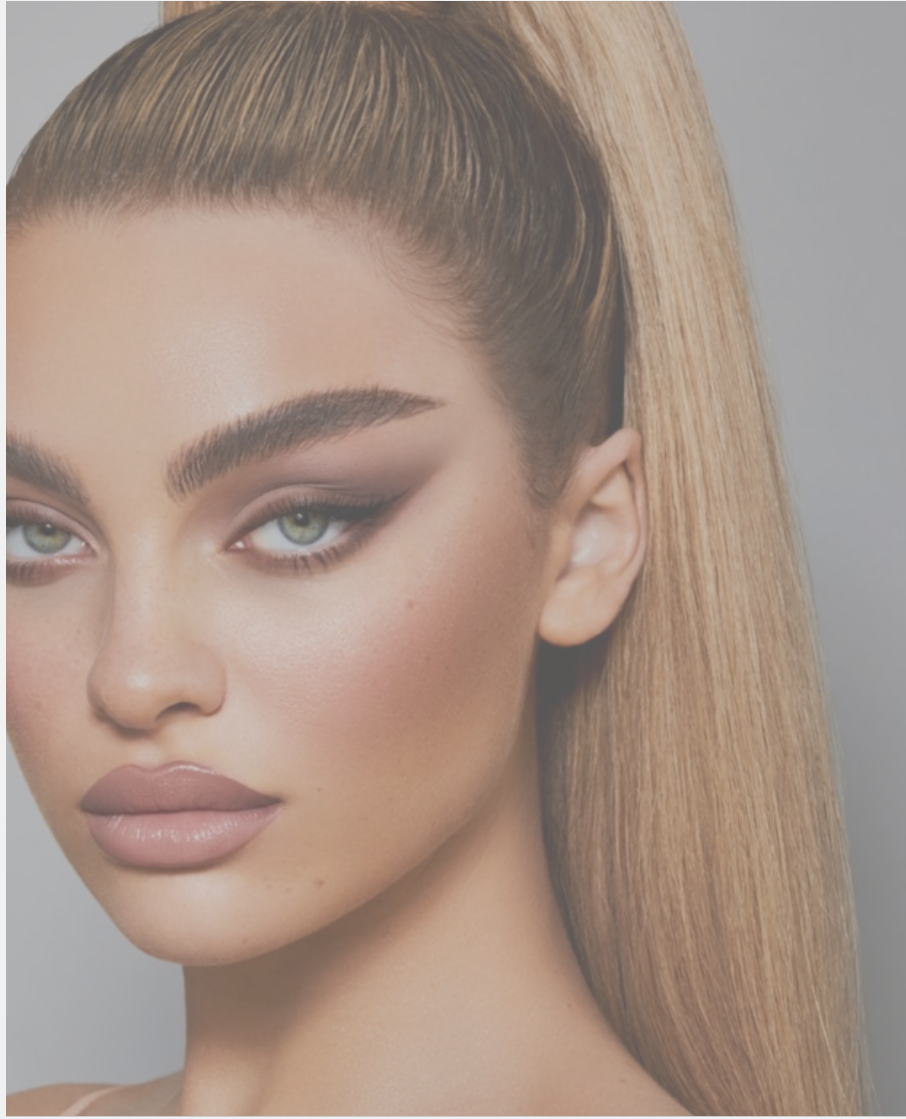
It would mean the world to me if you could share your experience or leave a review online. (provide link)

**Please be advised,** we can not re-share or encourage any testimonies or reviews that imply the use of any cosmetic injectable treatments involving an S4 drug.

**However,** it would mean the world if you left a review of your experience within the clinic itself

Thank you for supporting a small business and I hope to see you again.

Courtney



# Promoting YOU

Now more than ever, is the time to promote YOU as a person.

Your clients book in with you for your skill, but mostly because they relate to you, feel safe in your care, and respect you as a nurse. It's important to let your personality shine through authentically on your socials, to attract clients who love you for you!. When your clients love YOU, they refer you.

- Let your audience know facts about you
- Share what you do day to day at work
- Share your favourite products/treatments
- Let your audience see you vulnerable/relatable
- Share your education nights/training days
- Post question boxes frequently and allows the chance to connect with your followers.



# AFFILIATE MARKETING

Here is the single most successful tactic I have used to bring in more clients



Are we allowed to collaborate with influencers for S4 medications? Absolutely not  
Are we allowed to collaborate with influencers for therapeutic skin treatments? YES

- Reach out to influencers (2-3k minimum)
- Ensure their audience aligns with your target clientele
- Collaborate on a service of their choice (excluding S4 drug)
- Write up a brief contract describing what is expected of them (have them sign it)
- Take content and encourage client to take content.
- Ensure all regulations are adhered to .





# AFFILIATE MARKETING



By offering influencers skin needling for free when I first opened my Gold Coast location, the collaboration brought in a large amount of local followers, who had an interest in anti ageing and skin health. Which allowed me to convert those followers into clients.

At any given day of the week I was doing skin needling on an Influencer for free to build clientele.

The outgoings for skin needling are bare minimum as I purchased all my products in bulk. The time it takes to do a skin needling treatment is one hour.

So for very little outgoings I was able to promote my clinic through influencers whose audience aligned with my target audience.

We want to ensure our influencers are leaving reviews based upon their SKIN treatment and not in anyway encouraging the use of S4 medication. Have your contract state clearly what is expected of them so there isn't any confusion about what can and can not be said.

'Influencers' LOVE free things, especially all things skin. This could be anything, even free LED session in your clinic, whatever it is, leverage off this as your new marketing tool for advertising your clinic and getting your name out there.

# CONSULTATION CONVERSION



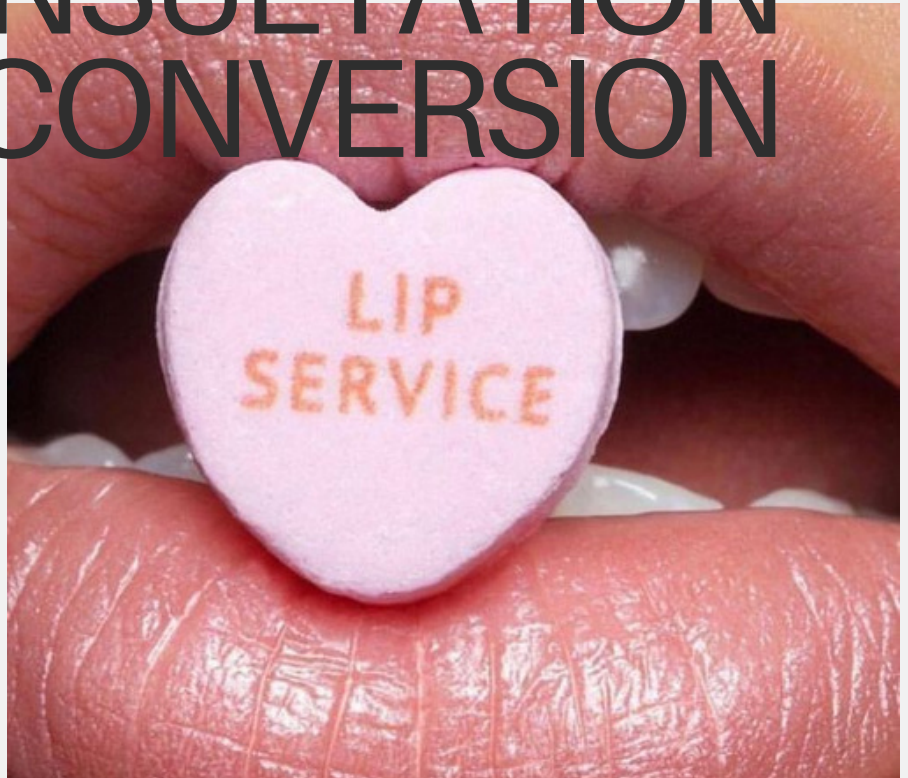
Since we will be doing a lot more consultations and selling in person rather than online, it's important you know how to convert those consultations into paying customers. Note: Charge a consultation fee that is fully redeemable if they are unable to go ahead (or flat rate), do not offer these for free.

- **Being Trustworthy:** I'm starting with an obvious one. If you come across as too pushy with product or services, the clients are going to take your recommendations as disingenuous.
- **Address Pain Points:** Sounds simple, but this is how you can expand your offers. If your client is complaining about skin elasticity, and wanting a fresher look- You are going to explain how looking after the skin is a holistic process including antiwrinkle injections, skin treatments such as skin needling, and product. Explain the reasons for each one and keep your clients concerns at the forefront of your suggestions. They may purchase everything, or just two, but don't close yourself off to just offering one service to them.

Read on...



# CONSULTATION CONVERSION



- **Up-selling:** Get into the habit of offering your clients an added bonus product or service. You can create 'urgency' with this by making the client feel as though they can't get this offer any other time. Eg. "When clients spend over \$100 in clinic you can purchase a facial cleanser for only \$30 instead of retail price which is \$55, did you want me to include that in your gift bag today?"
- **Be Relatable:** If your client is complaining about something they are struggling with, and you yourself have had the same problems in the past. Share your story with your client, and how you resolved it. Your clients want advice from someone who has shared that experience and had results. Clients are 10x more likely to purchase from you if they relate to your story and believe your intention for selling is genuine and honest.
- **Start Big - sell low:** It's not new information that cosmetic Injectables are a costly treatment. Making prices seem affordable is actually a psychological tactic (that we all fall victim to daily). By offering your clients a higher value package first, and then following up with the second option at a lower price, the lower price now seems much more affordable in comparison, and clients are far more likely to commit to purchasing.
- **Limited sales and specials:** Whatever your non S4 services are, by having a very limited sale on (purchase online now - 5 days only) you create an urgency around the treatment that pushes clients to purchasing, bringing in new and existing clients that allows you to up-sell your extra treatments/products to on the day.

# BEFORE AND AFTERS

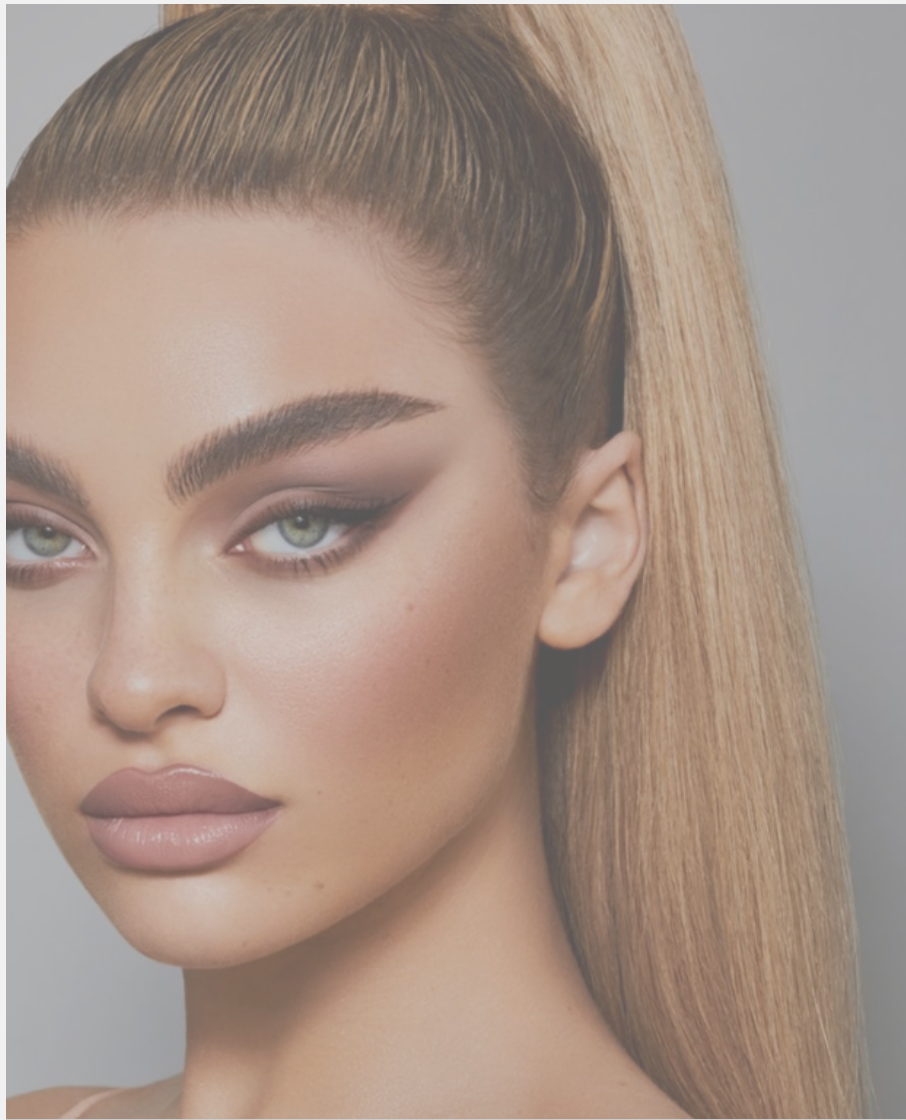
The use of before and after images where the 'after' photo appears to be enhanced using an S4 drug are banned.



Until otherwise stated by AHPRA, full faced images are allowed to be uploaded as long as the caption is in no way providing promotional content regarding an S4 treatment/service or product. Before and after photos are also (so far) able to be used as long as it is full faced and there is no caption providing promotional content regarding an S4 treatment/service or product.



# PRICING



## Your price list

Currently, no price list are to be made available to clients where they can self select from a drop list and see what prices are allocated to an S4 drug. However, they have mentioned that they legally can not stop you from having a price list for any other wording provided.

You may set up your services such as:

LIPS



WRINKLES



CHEEKS



CHIN




Skin



Consultation



If using Timely, it is best to provide a statement within the description section of each booking category to explain that each booking will require a thorough consultation prior to ensure they are eligible for such treatment. (Stand by this)



# While I actually believe a shift in the industry needs to change, I don't believe this is the way...

I have definitely noticed a large amount of people coming to me that have been drastically overfilled, and unfortunately majority of these clients are under 25, so I do believe there needs to be a change.

These clients also don't actually feel as though they are overfilled, which I think is more concerning.

I believe there needs to be a firmer crackdown on nurses KPI's and targets within larger clinics, so they aren't pressured or forced to sell more than is necessarily required for each client.

I also think the restrictions should be placed on those who overfill their clients ONLY. Instead of punishing all of Australia.

I do believe we will have more clarity on this as AHPRA release their statement and suggestions on ways to advertise within the guidelines (as per the TGA webinar stated was happening over the next few months)

Until then, focus on promoting you and your business, and PLEASE reach out to me at any point ( I honestly do love to help where I can).

Much love  
Courtney  
THE BEAUTY BUILDER

@the.beautybuilder

