# Celebrity-linked Brazilian butt lift injector banned over life-threatening botched procedures



A high-profile liquid Brazilian butt lift (BBL) injector has been banned from performing cosmetic procedures after a shocking investigation uncovered a series of life-threatening practices. An undercover BBC investigation revealed that Rick Sawyer, self-declared beauty consultant and known for catering to celebrities like Katie Price, was administering large volumes of dermal filler to clients’ buttocks without any formal healthcare qualifications.

The inquiry highlighted alarming practices, including the injection of up to 1,000ml of filler, leaving numerous women hospitalised due to severe complications, including sepsis. Mark Elliot, President of the Chartered Institute of Environmental Health, vocally condemned Sawyer's methods, stating, “The regulatory framework has failed to keep pace with the increase in the prevalence of cosmetic procedures in recent years, fuelled by social media.”

In a significant ruling on 28 May, a judge at the Manchester Civil Justice Centre enforced an injunction against Sawyer, preventing him from performing any further cosmetic procedures in England and Wales until May 2028. In an additional protective measure, Sawyer is prohibited from possessing surgical equipment or antibiotics typically used in such treatments, unless prescribed for personal use. The court's ruling includes provisions for immediate arrest if Sawyer breaches these terms.

Footage obtained by the BBC documented Sawyer as he unscrupulously offered to inject clients with hundreds of millilitres of filler, while also illegally distributing antibiotics. The risks associated with liquid BBLs — non-surgical procedures that use hyaluronic acid fillers instead of fat transfer — are substantial, particularly when performed by unqualified individuals. Experts have reiterated that improper techniques can block blood flow, leading to tissue damage or even death.

Testimonies from a group of nearly 40 women further illustrated the dire consequences of Sawyer’s actions. One woman, who has publicly shared her experience under the pseudonym Ashley, described her ordeal after seeking treatment from Sawyer. “He butchered me, there is no other word for it,” she recounted, detailing her alarming symptoms and the hospitalisation that followed. Even more severe was the case of another client who required life-saving surgery after developing necrosis because of Sawyer's procedure.

The urgency of regulating the practice of non-surgical cosmetic procedures has never been clearer. Following the findings from the BBC investigation, local authorities in areas such as Trafford and Salford have taken decisive actions to ban Sawyer from operating in their jurisdictions. Many experts are advocating for a comprehensive licensing scheme to ensure that individuals providing such treatments possess proper training and operate in safe environments.

Similar incidents have surfaced across the UK and beyond, underscoring the grave risks associated with unregulated aesthetic practices. In another notable case, a woman in Dublin developed a severe infection requiring hospitalisation more than a year after a cosmetic bum lift. The aftereffects of such procedures can be long-lasting and lead to serious health complications.

The demand for flawless aesthetics, often spurred by social media influence and celebrity endorsements, has led to an influx of individuals pursuing cosmetic enhancements, sometimes at the expense of their health. The rise of unregulated clinics offering procedures like the liquid BBL, which was previously considered to be non-invasive, is stirring calls for stricter regulations in the cosmetic industry.

Ultimately, as the unsettling revelations surrounding Rick Sawyer's actions come to light, they serve as a stark reminder of the essential need for clear guidelines and regulations within the cosmetic enhancement sector. Advocates stress that safeguarding consumers from such dangerous practices must become a public health priority, ensuring that any cosmetic procedures are conducted safely by qualified professionals.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/health/article-14764693/Katie-Prices-butt-lift-injector-BANNED-sepsis.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.bbc.com/news/articles/clyk521rrxyo)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/health/article-14764693/Katie-Prices-butt-lift-injector-BANNED-sepsis.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.independent.ie/news/woman-29-hospitalised-for-18-days-with-sepsis-a-year-after-cosmetic-bum-lift-procedure/40574134.html), [[5]](https://www.itv.com/news/2024-03-14/aesthetic-clinic-with-celebrity-clients-investigated-after-botched-procedures)
* Paragraph 3 – [[6]](https://www.inquirer.com/health/brazilian-butt-lift-philadelphia-complications-infections-illegal-med-spas-20250123.html), [[4]](https://www.itv.com/news/2023-12-12/liquid-brazilian-butt-lift-fillers-left-woman-hours-from-death)
* Paragraph 4 – [[2]](https://www.independent.ie/news/woman-29-hospitalised-for-18-days-with-sepsis-a-year-after-cosmetic-bum-lift-procedure/40574134.html), [[5]](https://www.itv.com/news/2024-03-14/aesthetic-clinic-with-celebrity-clients-investigated-after-botched-procedures)
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* Paragraph 6 – [[6]](https://www.inquirer.com/health/brazilian-butt-lift-philadelphia-complications-infections-illegal-med-spas-20250123.html), [[2]](https://www.independent.ie/news/woman-29-hospitalised-for-18-days-with-sepsis-a-year-after-cosmetic-bum-lift-procedure/40574134.html)

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1. <https://www.dailymail.co.uk/health/article-14764693/Katie-Prices-butt-lift-injector-BANNED-sepsis.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.independent.ie/news/woman-29-hospitalised-for-18-days-with-sepsis-a-year-after-cosmetic-bum-lift-procedure/40574134.html> - A 29-year-old woman in Dublin developed sepsis 14 months after receiving a cosmetic bum lift. She was admitted to St James's Hospital with nausea and an abscess at the injection site. Doctors drained the abscess and administered antibiotics, leading to her recovery. This case highlights the potential long-term complications of buttock augmentation procedures. ([independent.ie](https://www.independent.ie/news/woman-29-hospitalised-for-18-days-with-sepsis-a-year-after-cosmetic-bum-lift-procedure/40574134.html?utm_source=openai))
3. <https://www.bbc.com/news/articles/clyk521rrxyo> - A BBC investigation exposed Ricky Sawyer, a self-styled 'beauty consultant' with celebrity clients like Katie Price, for offering dangerous liquid Brazilian butt-lifts. Clients reported severe complications, including sepsis and tissue death. Undercover footage revealed Sawyer illegally distributing antibiotics and performing procedures without proper qualifications, leading to bans from several local authorities. ([bbc.com](https://www.bbc.com/news/articles/clyk521rrxyo?utm_source=openai))
4. <https://www.itv.com/news/2023-12-12/liquid-brazilian-butt-lift-fillers-left-woman-hours-from-death> - Kelly Crees underwent a liquid Brazilian butt-lift and breast enhancement after finding Lift Aesthetics on Instagram. Two days post-procedure, she fell ill and was rushed to hospital, where she was diagnosed with sepsis. This case underscores the risks associated with non-surgical cosmetic procedures and the importance of choosing reputable practitioners. ([itv.com](https://www.itv.com/news/2023-12-12/liquid-brazilian-butt-lift-fillers-left-woman-hours-from-death?utm_source=openai))
5. <https://www.itv.com/news/2024-03-14/aesthetic-clinic-with-celebrity-clients-investigated-after-botched-procedures> - Lift Aesthetics, a beauty clinic with celebrity clients like Katie Price, faced investigations after multiple clients suffered severe complications from liquid Brazilian butt-lifts. Clients reported pain during procedures and serious infections requiring hospitalisation. The clinic's practices have raised concerns about the safety and regulation of such cosmetic treatments. ([itv.com](https://www.itv.com/news/2024-03-14/aesthetic-clinic-with-celebrity-clients-investigated-after-botched-procedures?utm_source=openai))
6. <https://www.inquirer.com/health/brazilian-butt-lift-philadelphia-complications-infections-illegal-med-spas-20250123.html> - A woman in Philadelphia developed cellulitis and sepsis after receiving a Brazilian butt-lift at an unlicensed med spa. She required hospitalisation and multiple treatments to address the infection. This incident highlights the dangers of undergoing cosmetic procedures at unregulated establishments. ([inquirer.com](https://www.inquirer.com/health/brazilian-butt-lift-philadelphia-complications-infections-illegal-med-spas-20250123.html?utm_source=openai))
7. <https://www.pslhub.org/blogs/entry/7986-celebrity-butt-lift-injector-who-left-women-with-sepsis-exposed-by-bbc/> - A BBC investigation revealed that Ricky Sawyer, a self-styled 'beauty consultant' with celebrity clients like Katie Price, was offering dangerous liquid Brazilian butt-lifts. Clients experienced severe complications, including sepsis and tissue death. Undercover footage showed Sawyer illegally distributing antibiotics and performing procedures without proper qualifications, leading to bans from several local authorities. ([pslhub.org](https://www.pslhub.org/blogs/entry/7986-celebrity-butt-lift-injector-who-left-women-with-sepsis-exposed-by-bbc/?utm_source=openai))