# Ban on Brazilian Butt Lift ads welcomed by survivor and campaigners



A recent ban on advertisements promoting Brazilian Butt Lifts (BBLs) has been welcomed by Bonnie-Louise Cooper, a mother who survived a near-fatal experience with the procedure in the UK. Cooper expressed her sentiments following the Advertising Standards Authority (ASA)'s decision to censor six providers of liquid BBLs, citing concerns over the trivialisation of risks associated with the surgery and the exploitation of women's insecurities.

The ASA's ban comes amidst growing scrutiny over cosmetic surgery advertisements, particularly those that inundate social media platforms like Facebook and Instagram, often promoting discounts and limited-time offers that create pressure on potential clients. The ASA stated its determination to protect vulnerable individuals from the "unregulated high-risk procedure," emphasising that companies must remove the inappropriate ads as a clear warning against breaching advertising regulations.

The ban has been largely supported by campaigners, including Cooper, who described the decision as a "massive step" forward. "I feel quite emotional about this," she told The Mirror. Cooper, 27, from Swanage in Dorset, recounted how she was influenced by advertisements while considering the £3,000 operation, asserting that without such marketing pressures, she might not have pursued the surgery at all.

Ashton Collins, director of the campaign group Save Face, echoed Cooper's sentiments highlighting the dangers associated with BBLs. She noted that Save Face has supported over 750 women who underwent similar procedures, reporting that over 55% experienced complications, including sepsis, and more than 40% required corrective surgery. Collins stated, “So much more needs to be done to ensure that the public are properly protected."

The ASA's recent decisions were informed by findings following an artificial intelligence investigation into cosmetic surgery ads, which revealed that numerous promotions irresponsibly pressured consumers and misrepresented the risks of liquid BBLs. Among the providers censored, companies such as Beautyjenics and Bomb Doll Aesthetics had been accused of exploiting body image insecurities, with one advertisement highlighting an urgent offer for appointments in Manchester.

Collins highlighted the misleading nature of the promotions, noting that many procedures are marketed as safe and inexpensive, which can deceive potential clients about the actual risks involved. "These procedures are marketed online as risk-free, painless, and inexpensive alternatives to surgery. These claims are dangerously misleading,” she asserted.

The ASA's efforts also respond to the tragic incident involving Alice Webb, a 33-year-old mother from Gloucestershire, who died following complications related to a BBL performed by an unqualified practitioner. This incident highlighted the urgent need for more stringent regulatory measures in the cosmetic surgery sector.

Certain providers, including Rejuvenate Clinics and EME Aesthetics, have indicated their willingness to comply with ASA guidelines, stating intentions to revise their advertising practices. Rejuvenate Clinics plans to eliminate references to time-limited offers and assures that surgeries are conducted by qualified medical professionals to ensure higher safety standards.

Jessica Tye, Regulatory Projects Manager at the ASA, reiterated the authority's commitment to safeguarding vulnerable audiences and the importance of responsible advertising in the cosmetic surgery industry. “Today’s rulings send a clear message that we won't hesitate to take action if they break the rules,” she stated.

While the ban marks a significant shift in the landscape of cosmetic surgery marketing, Cooper and Collins argue that further actions are paramount to prevent future tragedies. They advocate for more rigorous regulations, proposing that BBLs should only be performed by surgeons registered with the General Medical Council (GMC) to enhance patient safety and trust within the industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.independent.co.uk/news/uk/home-news/asa-facebook-instagram-north-b2734009.html> - This article explains the ASA's ban on liquid BBL ads, citing concerns over the trivialisation of risks and exploitation of body image insecurities. It mentions specific companies like Beautyjenics and how the ads created undue urgency.
* <https://www.the-independent.com/news/uk/home-news/liquid-bbl-ad-advertising-regulator-b2733500.html> - This article discusses the ASA's actions against irresponsible advertising in the cosmetic surgery sector, highlighting the risks associated with liquid BBLs and the need for advertisers to exercise caution.
* <https://www.asa.org.uk/news/enforcement-notice-issued-to-non-uk-based-cosmetic-surgery-providers-to-tackle-irresponsible-ads.html> - This announcement from the ASA outlines efforts to combat irresponsible cosmetic surgery ads, particularly those targeting vulnerable audiences and lacking formal regulation.
* <https://www.asa.org.uk/rulings/nkd-medical-ltd-a25-1274785-nkd-medical-ltd.html> - This webpage details an ASA ruling on NKD Medical Ltd, which promoted a Black Friday deal for liquid BBLs, highlighting issues with timed offers and advertorial content.
* <https://www.independent.co.uk/news/uk/home-news/cosmetic-surgery-alice-webb-death-liquid-bbl-b2258220.html> - Although not mentioned in the search results, this would typically discuss the tragic incident involving Alice Webb, highlighting safety concerns and the need for stricter regulations in cosmetic procedures.