



Press Release 28- Joint Council for Cosmetic Practitioners (JCCP) and British Beauty Council (BBC) sign Memorandum of Understanding

The JCCP has now signed a ‘Memorandum of Understanding’ with the British Beauty Council.

The Joint Council for Cosmetic Practitioners (JCCP), was formally launched In February 2018 as a ‘self-regulating’ body for the non-surgical aesthetics and hair restoration sector in the United Kingdom and has achieved Professional Standards Authority (PSA) recognition and **charitable status**. The charitable status reflects the overarching not-for-profit mission of the JCCP which is to improve patient safety and public protection. The concept of the JCCP was envisioned by the Department of Health and was instigated by Health Education England on behalf of NHS England and the Department of Health.

The primary aim of the JCCP is to provide a mechanism to enable the public to be more informed about the risks associated with non-surgical and hair restoration treatments and to clearly identify safe and appropriately trained practitioners who practise in these areas of specialist treatment. In order to achieve these aims the JCCP has now established a Government (Professional Standards Authority – PSA) approved Practitioner Register and a Register of Approved Education and Training Providers.

The British Beauty Council has been founded to represent the voices, opinions and needs of the British beauty industry. The British Beauty Council is committed to developing excellence and growth in a sector that is a significant contributor to the British economy. The British Beauty Council represents all areas of the beauty industry – from hairdressing to cosmetics, cosmetic surgery, therapy and spa, in education and training, and from formulation to manufacture, supply, logistics packaging, design, retail and media. British Beauty Council is a not-for-profit organization committed to supporting a successful, innovative and inclusive beauty industry.

The JCCP and the British Beauty Council have determined to work together to promote public protection and consumer safety in the aesthetic industry and to encourage positive engagement



between the two organizations towards the promotion of examples of best and safe practice within the aesthetic beauty industry.

The JCCP and the British Beauty Council will work together to promote best practice and standards in the aesthetic and beauty industries in furtherance of a joint commitment to public protection with regard to the delivery of non- surgical cosmetic treatments in the UK that relates specifically to the aesthetic beauty sector.

The JCCP and the British Beauty Council will share information relating to the promotion and furtherance of best and safe practice within the aesthetic beauty sector and share experience and skills to learn from each other and develop effective working practices, work collaboratively to identify solutions, eliminate duplication of effort and mitigate risk to public protection and consumer safety.

Areas of common interest include, but are not limited to matters that relate to promoting the use of appropriate standards of practitioner practice to safeguard the public, promoting the implementation and dissemination of robust education and training standards, promoting the reputation of the industry and seeking to sponsor the implementation and sustainability of a culture that encourages talent and the creation of a community of excellence in practice across the industry.

Professor David Sines CBE – Executive Chair JCCP said,

‘The beauty sector in the UK plays a huge part in the non-surgical aesthetic sector in the UK. The JCCP recognises this role which is underpinned by approved standards and qualifications. The JCCP has clearly defined within its standards framework those areas where it believes the beauty sector can legitimately practice and those areas where it considers the risks are too high and procedures should only be undertaken by medically qualified professionals. By working together with the best interest of patients as the number one priority this partnership will be to the benefit of all’.

Millie Kendall MBE – Chief Executive British Beauty Council said,

‘The British Beauty Council aims to be a coherent and united voice for this dynamic, kinetic, broad and inspiring industry. We want to highlight both the creative and commercial opportunities that the industry provides. It is of the utmost importance to us to show our relevance, value and contribution to culture and the economy and to use our definition to show our breadth and depth.’



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Notes to Editors:

For general information and enquiries on the JCCP and a full version of the M of U go to:

www.iccp.org.uk

For further information on standards for non-surgical aesthetic treatments and hair restoration surgery please go to:

www.cosmeticstandards.org.uk

For further information on the British Beauty Council go to:

www.britishbeautycouncil.com