



Update from Dr Anne McNall, Trustee and Chair of Education & Training Committee JCCP and Sally Taber, Trustee JCCP with lead responsibility for misleading advertising

1. We are receiving concerns about some training organisations in the aesthetic sector who use the term **University** in their Company name or in adverts for their training courses, and state that courses are **accredited** without providing evidence to support this.

We just want to provide some clear guidance on this which comes from the Office for Students (OfS) <https://www.officeforstudents.org.uk>

*“Some organisations have the right to use the title ‘university’ or ‘university college’ in their name, although they may not always do so. **These terms are protected terms in law.***

*“Permission to use the word ‘university’ in a company or trading name or Limited Liability Partnership (LLP) name **requires permission from the UK government**, as the word is deemed sensitive under business and company name regulations.*

The Higher Education and Research Act 2017 gave the OfS the power to authorise the use of the word ‘university’ in, or by reference to, an English registered higher education provider’s name from 1 April 2019. This also applies to the use of the words Accredited, Accreditation, Accredited, Accrediting, Polytechnic or University, as well as use of the term ‘higher education’. This includes use of the term ‘university centre.’

*The decision to approve company, business or LLP names rests with the Registrar of Companies; **however, if you want to use the words ‘university’ or ‘university centre’, as well as other similar terms, in the name of such an entity, you will first need to obtain a non-objection letter from the Department for Education”***

Source : Office for Students <https://www.officeforstudents.org.uk/advice-and-guidance/regulation/degree-awarding-powers-and-university-title/apply-to-use-the-word-university-or-to-use-other-sensitive-terms/> Accessed 15.12.19

2. **Some adverts say their courses are accredited.**
There are two main types of accreditation, academic and CPD accreditation
 - **Academic accreditation** means successful completion of the course leads to the award of academic credits. **Only certain organisations are legally allowed to award academic credit.**

Certain amounts of academic credits equate to various **regulated qualifications** in specific subjects, for example

- 120 credits at level 6 = Bachelor's Degree with Honours
- 60 credits at level 7 = Post Graduate Certificate

The only organisations who can **legally award a regulated qualification** are

- A higher education institution (University)
 - A college with degree awarding powers
 - An awarding organisation regulated by one of the national regulators for England, Scotland, Wales or Northern Ireland-you can check below for regulated qualifications awarded by Awarding Organisations on the national data bases
 - [Register of Regulated Qualifications](#) (England & Northern Ireland)
 - [Qualifications Wales](#)
 - [Scottish Credit and Qualification Framework](#)
- **CPD accreditation**
CPD stands for **Continuous Professional Development** and accreditation is offered to certain educators across the UK who meet defined standards by a CPD certification service. CPD accreditation applies to short courses that are intended for update purposes only **and do not lead to a qualification.**
3. Some adverts say their courses provide “certification” and a “recognised qualification” If they do not provide the name of the qualification, be suspicious, as it is likely that no official qualification is being provided by a regulated body authorised to do so. A certificate may hold no value unless it confirms that you have undertaken a **regulated qualification**

So what should practitioners look for?

- When learning new knowledge and skills in a sector such as aesthetics, where treatments present risks to the public, practitioners should have relevant knowledge and be competent to provide the treatments in question. **As such a regulated qualification that leads to relevant knowledge and competence in that treatment is advised.**
- **Once the practitioner is competent, CPD is important** to keep them up to date on changes in products, techniques and practice guidance.

It is difficult to judge, as there is little regulation in the cosmetic sector, and a huge variety of courses on offer, of variable quality, but remember:

- A course where you are learning new knowledge, skills and competencies to be a safe cosmetic practitioner **cannot be completed in 2-3 days.**
- Some courses only require you to attend, observe and listen **and do not assess what you have learned, and whether you are competent to provide treatment** without risk to the public.
- Short courses **do not provide a regulated qualification** that is recognised nationally and the **quality of the course is not necessarily checked or assured by anyone**
- The **cost of such courses may be high**

- Some training providers **make false claims about what they** provide claiming their courses are **accredited** or **lead to qualifications** or will enable you to make large amounts of money quickly after a short course
- **If it sounds too good to be true it probably is! It is important to do your research before signing up to any course, and to know what to look for**

So what should you for look for in a course?

Who is providing it? Are they a reputable company abiding by national quality assurance standards? What is the length of the course? Does the course include proper assessment of knowledge and competence? Does the course have academic accreditation? Does it lead to a regulated qualification? Is it fairly priced compared to other similar courses?

Check the official company website- make sure they are either a

- **Proper University or College with awarding powers** which must adhere to the Regulatory Framework for Higher Education in England or respective country

(Securing student success: Regulatory framework for higher education in England
https://www.officeforstudents.org.uk/media/1406/ofs2018_01.pdf)

If they are a training company, check whether they provide a **regulated qualification**, and if so, check which **Awarding Organisation** provides this. Awarding Organisations are regulated by one of the national regulatory bodies and must adhere to the General Conditions of Recognition of their respective country. Those Awarding Organisations recognised by UK recognised regulatory organisations (Ofqual, SQA-Accreditation, QW or CCEA) can be found via the link

<https://www.gov.uk/check-awarding-body-recognised>

- Check the qualification on offer is currently on the list of **regulated qualifications** on the national data bases
 - [Register of Regulated Qualifications](#) (England & Northern Ireland)
 - [Qualifications Wales](#)
 - [Scottish Credit and Qualification Framework](#)
- A course leading to a **regulated qualification** must include assessment and adhere to published quality standards, these differ depending on which organisation is providing academic accreditation (see above)
- **An additional quality check** is whether the qualification and the education provider have been **approved by the Joint Council for Cosmetic Practice (JCCP)** as meeting their Education & Training standards (2018), and that practitioners undertaking this qualification will be assessed both theoretically and practically and meet the core and treatment specific competencies outlined in the JCCP competence framework (2018).
Check for JCCP approved education and training providers here
<https://www.jccp.org.uk/MemberSearch>
- Check that the regulated qualification is at the required education level for the level of risk for that treatment, as per the table below

Education level for different types of treatment (Source: JCCP Education & Training Standards 2018)

Modality	Enabling outcomes	Restrictions (see also CPSA standards)	Education Level	
Hair Restoration Surgery (HRS)	Botulinum toxins (BT's)	Dermal fillers (DF's)	Lasers, IPL & LED (LIPLLED)	Chemical peels & skin rejuvenation (CPSR)
Pathway	<i>Successful completion of course with knowledge & competence assessment enables practitioner to:</i>		LEVEL 7	
HRS	Perform hair restoration surgery	GMC registered practitioners only		
LIPLLED	Deliver fully ablative (non-fractional) treatment			
BT's	Administer botulinum toxins	Subject to oversight of independent prescriber		
DF's	Administer temporary/semi-permanent dermal fillers			
CPSR	<i>Deliver mesotherapy using topical agents as per BNF guidance*</i>			
CPSR	<i>Deliver medium depth chemical peels and localised or diluted phenol peels*</i>	Subject to oversight of GMC registered supervisor		
LIPLLED	Deliver laser treatments of any sort within the periorbital rim (excludes treatments on or within the eyeball).			
Pathway	<i>Successful completion of course with knowledge & competence assessment enables practitioner to:</i>		LEVEL 6	
CPSR	Deliver mesotherapy with/without licensed topical treatment	Subject to oversight of clinical professional		
CPSR	Deliver superficial chemical peels to the Grenz zone in all skin types.			
CPSR	Deliver up to 1.5mm micro-needling to the face and up to 2.0mm to the body			
LIPLLED	Deliver ablative fractional laser treatments (excluding within the periorbital rim)			
LIPLLED	Use lasers and IPL treatments for generalised and discrete pigmented lesions (excluding within periorbital rim)			
Pathway	<i>Successful completion of course with knowledge & competence assessment enables practitioner to:</i>		LEVEL 5	
LIPLLED	Use laser treatments for tattoo removal (excluding within periorbital rim)	Subject to CPSA supervision standards		
LIPLLED	Use lasers and IPL treatments for benign vascular lesions (excluding within periorbital rim)			
CPSR	Deliver superficial chemical peels to the mid-epidermis in skin types 1 and 2			
CPSR	Deliver up to 1.0mm micro-needling to face and up to 1.5mm to body.			
Pathway	<i>Successful completion of course with knowledge & competence assessment enables practitioner to:</i>		LEVEL 4	
LIPLLED	Use lasers and IPL for hair removal/reduction (excluding within periorbital rim)	Subject to CPSA supervision standards		
LIPLLED	Use non-ablative lasers, IPL and LED for photo rejuvenation including sun induced benign dyschromia (excluding within periorbital rim)			
LIPLLED	Use LED for clinically diagnosed acne vulgaris			
CPSR	Deliver 0.5mm micro-needling to face and up to 1.0mm to body			
CPSR	Deliver very superficial peels to stratum corneum			
	<i>*Competencies to be agreed</i>			

What does the course cost? What are you getting for your money? Does the organisation have an established reputation? Will you be taught and assessed by people who are qualified teachers and assessors as well as experienced in cosmetic treatments? Will you get a quality assured regulated qualification? Do the premises they use meet clinical standards for treatments? Do they have appropriate insurance in place to protect you and the patients involved? Do you have opportunity for redress if you are not satisfied with what is provided?

Courses last for different lengths of time, and can best be compared by considering the amount of credits provided (eg 60 credits at level 7 of the Regulated Qualification Framework) and the total qualification time involved which refers to the amount of time you will spend learning.

On average 1 credit equates to one hour of learning, so a 60-credit qualification should involve 600 hours of learning, although this may involve face to face, online, practice-based learning and assessment time. Many training providers do not make clear what and how you will learn, who will teach and assess you and the learning and assessment time involved – if you need more information ask for it by e mail so that you have a written record of what the course offers.

Some 2- day courses with no qualification or quality assurance cost the same as a one- year course which provides a nationally recognised, quality assured, regulated qualification.

Some courses are provided in hotels or other unsuitable environments which do not meet the standards for infection control when providing an invasive clinical treatment. Check where the course is held and ensure it is in an appropriate clinical environment.

You can check on the required premises standards for some of the higher risk cosmetic treatments via this link- scroll down the page to see each

<https://www.jccp.org.uk/PractitionersAndClinics/joining-the-practitioner-register-and-fees>

Take the time to do your homework before you commit to any courses!

Don't be afraid to ask for more information if the advertising does not provide the information you need to decide on a course.

If you have concerns regarding misleading advertising of cosmetic training courses please contact us via admin@jccp.org.uk

Implementation date – December 2019

Review date – December 2020