

# First on the list



**Mr Harminder Singh** who runs Aesthetics in Hertfordshire is one of the first dental clinics to be approved to be on the IHAS Register of Injectable Cosmetic Providers, and will appear on the online register at [TreatmentsYouCanTrust.co.uk](http://TreatmentsYouCanTrust.co.uk) when it goes live to consumers on the 22nd July

### Why did you want to register with the IHAS scheme?

HS: The reasoning is two-fold:

– To review our systems, to ensure that we are providing a service which reaches the high standards required. There is always room for improvement, so this would improve our knowledge and the patients' experience and service.

– To gain recognition for the good work that our clinic is doing and set us apart from the competition. With so many clinics offering injectables, patients are confused and may just go for the cheapest option, which isn't always the safest or most appropriate. The Quality Assurance Mark enables consumers to recognise that we offer the highest level of care and gives them the confidence that they are receiving a treatment they can trust.

### Do you see this as an important quality assurance mark to receive?

The IHAS Quality Assurance Mark is definitely an important attribute for a clinic or practitioner to have, as it is the first of its kind. Since the registration process is quite stringent it might put some clinics off, as some may not match up to the high standards. However, it is important that the registration process is robust, proving that those who have registered do meet the high standards and training principles set out. By successfully achieving registration, we have

proven that we offer a high standard of care and professionalism and are happy to be inspected when needed.

### Do you think this is important for the wider industry?

Yes, this scheme is very important to the industry, as there is currently little regulation for cosmetic injectable treatments in the industry. In the absence of this statutory regulation, the Quality Assurance Mark and treatments you can trust register allows patients to choose from providers that meet a wide range of professional and legal standards. This has set a standard, which practitioners will need to meet, and

the public will hopefully seek this standard out when choosing a clinic.

### Will you be marketing the fact that you have received the quality assurance mark to your patients?

Yes, definitely. We will also display our certificate in our clinic and advertise the Quality Assurance Mark on our website and clinic literature.

### Do you think this will help your business?

I certainly hope so. The scheme will be promoted by a major public awareness campaign and we will be promoting our registration to the local community ourselves. **A**



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