

AESTHETIC COMPLICATIONS EXPERT GROUP IS NOW ACE GROUP WORLD

Dr Martyn King explains the rebrand, introduces a new faculty, and reveals their future plans



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The Aesthetic Complications Expert (ACE) Group was established in the UK in 2011 with the remit of producing evidence-based, peer-reviewed guidelines in the management of common and serious complications experienced in non-surgical aesthetic practice. The ACE Group guidelines are freely available to practitioners and they have published over 20 articles in internationally recognised journals.

The ACE Group is a membership organisation, offering education and support to its members in the management of complications via an online closed forum, email support and a 24-hour Emergency Helpline.

Other member benefits include online education, attendance at the ACE Group 2020 conference, purchase of the ACE Group book, access to professionally researched patient information leaflets and easy ordering of the ACE Group recommended Emergency Kit.

Since launching its website in 2016, the ACE Group is by far the largest organisation in the UK for aesthetic practitioners boasting over 4,000 members of doctors, dentists, and registered nurses.

Due to international demand, the ACE Group has now created ACE Group

World to provide a similar service globally, offering help and support, educational modules, workshops, and conferences to individual countries based on their country's requirements. Each country will have its own specific website, forum and ACE Group World will work with existing membership organisations to facilitate the management of complications.

ACE Group and ACE Group World work with aesthetic organisations, professional bodies, media, pharmaceutical companies, patient groups, insurers, and regulatory bodies to provide professional advice and benefit for its members. Its mission is to improve regulation in the medical aesthetics sector, to raise standards in training and clinical practice and ultimately, improve patient safety.



The ACE Group website (www.acegroup.online) has been extensively updated with new branding and now offers many more features and benefits to its members. It has a new, easy-to-remember, Emergency Helpline number and a new forum and social media channels for members. As well as this, ACE Group practitioners can purchase patient information leaflets to use in their own clinical practice.

Existing members of ACE Group are encouraged to re-register with the new UK site (uk.acegroup.online) and they will receive a refund for any remaining months of membership to ensure there is no interruption to their service and benefits. All members registering will also receive by post a presentation wallet containing their certificate of membership, membership card, welcome letter, window decal and an example patient leaflet.

ACE Group also welcomes new and returning members.

We are excited to be launching several new features for our members moving forward. These include producing more online education, such as complications management and business courses, scheduling weekly live education sessions, to be delivered by our faculty and guest speakers, and new ACE Group World guidelines to reflect updates in infection control and PPE, which will be published soon. Plus we are working on partnerships with major aesthetic companies to provide additional educational content, and are hoping to launch in two more countries in 2021.

The new faculty is drawn from a variety of disciplines to provide advice and guidance in conjunction with ACE Group World. Leading experts include Elizabeth Bardolph INP, Helena Collier INP, Rachel Goddard INP, Dr Harryono Judodihardjo, Dr Sabrina Shah-Desai Sharon Bennett INP, Dr David Eccleston, Dr Xavier Goodarzian, Mr Ash Labib and Dr Beatriz Molina.