



FOR IMMEDIATE RELEASE

Body Altering Aesthetics Industry Takes Shape

[Baltimore, MD, March 10, 2024] The recent boom in surgical procedures has been a boon for some, but it also exposed a hidden vulnerability: a lack of comprehensive care for patients in the critical post-surgical phase. Clients, eager for optimal results, found themselves with limited advocacy and options for specialized treatments. Healthcare providers, bound by their scopes of practice, couldn't offer the full range of services needed-- or did so illegally.

This gap created a breeding ground for a troubling trend. Unregulated educational courses flooded the market, promising to equip healthcare professionals with the skills to provide these hyper-specialized treatments. However, the lack of oversight meant these courses often contained inaccurate information or omitted crucial details. The result? Incompetent providers unknowingly introducing negligence and potentially harming clients. Further compounding the issue, these providers lacked the backing of a governing body, leaving them vulnerable to license revocation if the health department intervened.

Faced with a landscape fraught with risk and uncertainty, a dedicated group of professionals saw the urgent need for change. They envisioned a system that prioritized patient safety, empowered providers with the proper training, and established clear guidelines for care. This vision led to the creation of the CSL Therapy Organization and the birth of the Body Altering Aesthetics (BAA) industry.

The BAA industry represents a paradigm shift in post-surgical care. Recognizing the limitations of existing frameworks, CSL Therapy established a comprehensive set of standards:

- **Standards of Care:** Clear, evidence-based protocols for post-surgical care, ensuring optimal client recovery and minimizing potential complications.
- **Scopes of Practice:** Defining the specific services qualified BAA professionals can offer, preventing providers from exceeding their training and compromising client safety.
- **Accrediting and Licensing System for Education:** Developing a rigorous system to evaluate educational programs, ensuring they meet established criteria and equip professionals with the necessary skills and knowledge to deliver safe and effective care.
- **Research Portals for Clients:** Providing patients with easy access to credible, up-to-date information on BAA treatments and best practices, empowering them to make informed decisions about their post-surgical care.
- **Bridge Program for Surgeons:** Recognizing the vital role surgeons play in patient well-being, CSL Therapy established a program to introduce them to the latest BAA industry standards and best practices, fostering collaboration and ensuring a seamless transition for clients from surgery to post-surgical care.

The organization is also working with State Delegates to secure congressional representation for the BAA industry, solidifying its role in patient safety and the future of post-surgical care. They testify before State Congress for HB1327 on March 12, 2024.

CSL Therapy Organization is committed to building a comprehensive and standardized BAA industry, ensuring both clients and providers have the tools and support necessary for successful post-surgical journeys.

For more info on CSL Therapy Organization and its mission to bridge the gaps in US healthcare, please visit [csltherapy.org](https://www.csltherapy.org), call us at (301) 200-1752, or email at welcome@csltherapy.org.



--- End of Press Release ---