



FOR IMMEDIATE RELEASE

Unregulated Education: A Shadow Over the Body Altering Aesthetics Industry

[Annapolis, MD] – [3/4/24] – The CSL Therapy Organization, a global leader in healthcare innovation, announced the creation of the Body Altering Aesthetics (BAA) industry in late 2022. Since then, this groundbreaking initiative has worked tirelessly to bridge the critical gaps in post-surgical care for patients undergoing both medically necessary and elective procedures.

"We recognized a significant disparity in the healthcare system," says Tai Brown, Governing Board Member of the CSL Therapy Organization. "Many patients require specialized post-surgical treatments, yet the education is sketchy for medical professionals."

Boom and the bust: Fragmented Care and Lack of Standards

The Body Altering Aesthetics (BAA) industry has boomed in recent years, fueled by the rise of surgical procedures. However, the rapid growth has exposed a critical issue: a lack of regulation in educational programs. For the past decade, anyone could offer and teach BAA courses such as "Intro to Body Contouring" or "Post Surgical Massage", leaving healthcare professionals vulnerable to:

- **Misinformation and Incompetence:** Unaccredited courses with inaccurate or incomplete information has led to professionals learning and applying incorrect techniques, ultimately harming clients.
- **Wasted Money, Wasted Time:** Expensive, unregulated courses that lack essential knowledge. Professionals who take these courses end up having to invest even more time and money in finding proper training.
- **Social Media Misinfluence:** Popularity on social media, not medical accuracy, often dictates which courses are promoted & selected. This results in the spread of misinformation and the training of incompetent providers.

The Consequences:

The lack of educational standards has a domino effect:

- **Fragmented Care for Clients:** Clients receive inconsistent care due to the uneven skill sets of professionals who haven't received proper training.
- **Safety Risks:** Improper techniques learned from unaccredited courses can lead to complications and injuries for clients.
- **Negligence and Misinformation:** Clients are often unaware of the fragmented educational landscape, potentially putting their health at risk from under-qualified practitioners.

The CSL Therapy Organization is stepping forward to address these critical issues and usher in a new era of BAA education. A cornerstone of this initiative is the launch of the Advanced Scholastic Trainer (AST) licensing program. This program ensures courses are taught by qualified instructors who deliver accurate and up-to-date information. CSL Therapy is actively collaborating with health departments, boards of education, and boards of physicians to advocate for a streamlined and regulated approach to BAA education.

The future of the BAA industry hinges on a commitment to quality education. Championing accredited courses and fostering collaboration across various institutions, CSL Therapy is taking a leadership role in ensuring healthcare professionals have the tools they need to deliver exceptional post-surgical care.

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.



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