

## Government Turns to TikTokers to Advise on Cosmetic Surgery Abroad

August 15, 2025

— Categories: Politics & Government



The UK Government has enlisted TikTok influencers to raise awareness about the risks of undergoing cosmetic surgery overseas. The campaign features medically qualified creators such as Midwife Marley and Doc Tally, who post short videos advising people to seek guidance from a UK-based doctor and avoid holiday packages that combine travel with

surgery. The campaign focuses on factual guidance without speculating on individual outcomes.

The videos provide practical advice for anyone considering cosmetic procedures abroad, including checking the credentials of surgeons, ensuring clinics are properly regulated, and confirming arrangements for aftercare. The content stresses the importance of verifying that medical professionals meet recognised UK standards before committing to surgery.

Health Minister Karin Smyth said too many people suffer serious, irreversible injuries after opting for procedures abroad that appear to be bargain deals. She stated that the campaign aims to provide factual safety information so individuals can make informed decisions.

Foreign Office Minister Stephen Doughty added that prospective patients should consult NHS guidance, government travel advice, and medical professionals before proceeding. He warned that inadequate preparation could have serious consequences for health and recovery. The statement is presented as factual guidance rather than a prediction of outcomes.

The initiative is part of wider government action to address medical tourism. Officials want to reduce the burden on the NHS from complications caused by surgeries performed overseas. Earlier proposals included ensuring that only suitably qualified practitioners licensed by the Care Quality Commission perform high-risk cosmetic procedures such as Brazilian butt lifts. There have also been discussions about licensing clinics providing Botox and dermal fillers, alongside potential age restrictions to protect young people from risky trends.

The Advertising Standards Authority has also taken steps in this area, targeting misleading social media promotions that trivialise the decision to undergo surgery by presenting it as part of a leisure holiday. The regulator has warned providers not to exploit consumer vulnerability or glamorise serious medical procedures.

Medical tourism has grown, with thousands of Britons travelling each year for cosmetic operations, attracted by lower costs and social media-influenced beauty ideals. Many patients return with serious complications, including infections, antibiotic-resistant bacteria, and injuries requiring NHS treatment.

By using TikTok as a communication tool, the Government recognises the influence social media has on cosmetic surgery choices. Video content on surgical makeovers has amassed billions of views, and younger audiences are particularly susceptible to online messages. Partnering with medically qualified professionals aims to provide factual, safety-focused information.

The campaign forms part of a broader effort to improve public understanding of potential dangers of cosmetic surgery abroad, using modern channels to reach audiences influenced by online trends. Officials aim to reduce preventable harm and preserve NHS resources.