

CODE OF ETHICS

of the International Society of Hair Restoration Surgery

PREAMBLE: Membership in the International Society of Hair Restoration Surgery (“**ISHRS**”) is a privilege accorded to physicians of the highest moral and professional standards, it is not a right. The ethical principles adopted by the ISHRS define the essentials of honorable behavior for the hair restoration surgeon.

- I. The member recognizes that a greater moral responsibility is necessary in cosmetic surgery than in many other fields because of the often lack of oversight by government and/or peer review and the emotional involvement of the patient.
- II. The member acknowledges that he or she is in a position of trust and will not betray that trust.
- III. The member will not take emotional or financial advantage of patients.
- IV. The member acknowledges that he or she is in a position to affect each patient’s appearance, self-confidence, and possibly the success of the patient for his or her entire life. With every treatment the lifelong effect is considered in light of continuing hair loss.
- V. The member will recommend treatment for each patient as the member would recommend for themselves or another family member under the same circumstances. This does not mean that the treatment cannot be modified to accommodate the desires of the patient.
- VI. Members will maintain truth and integrity in their advertising, always avoiding deceptive communications. If a member promotes a technique or an opinion which is not accepted by the majority of the profession as a whole, the member should acknowledge that this opinion or technique is the opinion or technique of the individual physician and not shared by the profession as a whole. Trademarking and copywriting names for common terms are discouraged.
- VII. Members will not denigrate their colleagues using false or misleading information with the intent of injuring the reputation or business of an ISHRS member or any other physician performing hair restoration surgery by any means, either directly or indirectly to include print, radio, television, Internet advertising, Internet website activity, or any other public statement made by the member or his/her representative. Violation of this code will not be tolerated and is grounds for disciplinary action.
- VIII. A member with knowledge of an illegal or improper act(s) by another physician should report such activity to the appropriate agency.
- IX. A member shall continue to study, apply and advance scientific knowledge. A member shall pass knowledge on to colleagues.
- X. The patient’s confidences shall be kept private. Information will be divulged only with the permission of the patient, except as otherwise required by law.
- XI. Members will adhere to the codes of ethics of medical societies of their respective countries.
- XII. Violation of this Code of Ethics shall be addressed in accordance with, and governed by, the Society’s Code of Ethics Disciplinary Procedures.

The Code of Ethics was last amended by the membership on October 11, 2014.