

ENGLAND TO BAN TURKEY'S HEALTH TOURISM ADVERTISEMENTS



Recently, Turkey has become a popular destination for health tourism among foreign tourists, especially from England. However, following the death of three British women who underwent surgery in Turkey, new regulations have been implemented. Hospitals, clinics, and doctors who offer a package deal, including transportation, accommodation, and medical interventions, are now banned from advertising in England. The decision was made to prevent such incidents from happening in the future. As a result, British media have reported that a Turkish company's advertisement, "Are you ready to reveal the beauty within you? Choose the reliable company of health tourism?" would no longer be allowed in England as part of the new regulations.

It is not worth taking the risk

A British surgeon, Simon Withers, expressed concern about people opting for surgery in unfamiliar countries. He acknowledged the appeal of flashy brochures but questioned whether the risk of consulting an unknown surgeon was worth it.

The British Advertising Standards Authority (ASA) has investigated advertisements containing claims that risk human health. As a result, advertisements that include false information or information intended to mislead consumers have been removed. An official from ASA stated that more and more people opt for cheaper and more accessible plastic surgery abroad. However, there is still a risk involved. Therefore, these advertisements shouldn't mislead people. The ASA is currently monitoring the situation, and an investigation is ongoing. They are also preparing to take further steps shortly.

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