Aesthetic Medicine as Global Trend in Public Health: Concept of Legal Problems and Liability Issues from Latvian Perspective

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ABSTRACT

Today, the concept of public health may be viewed much more broadly, considering both the meaning of the word “health,” which includes not only the physical state of a person, but also the emotional and psychological state. Public health is often understood only as health promotion, but it also includes occupational safety, occupational health, improvement of the health care system and other subfields. The public’s emotional health is also mentioned more often in the context of public health, which is based on considerations of aesthetics, i.e., aesthetic medicine manipulations changing person’s appearance. Advances in modern medicine are not only associated with disease prevention, diagnostics, treatment, rehabilitation, or patient care. That is, they are not solely related to human physical well-being and overcoming diseases. Medicine has gone beyond the boundaries of necessity and the opportunities that it provides are related to such categories as aesthetics, as the improvement of the body given by nature through medical procedures. Aesthetic medicine has brought to the forefront the subject that is relevant both at the national and international level and that is based on the question “What is beauty?” Considering the multifaceted nature of the word beauty, at the global level, there are certain obstacles to an agreement on a unified approach in the context of the legal framework for aesthetic medicine. The above can be explained by the diversity of relationships, opinions, and services.

Aesthetic medicine solves the person’s appearance problems, such as facial and bodily aesthetic imperfections. There is no doubt as regards the possibility of using the aesthetic medicine services. However, the legal framework for aesthetic medicine in terms of its content raises questions such as whether aesthetic medicine is treatment and what are the patients’ rights in receiving aesthetic medicine services, especially in cases where complications or other health damage have occurred after receiving the service. The legal framework for settlement of these issues is incomplete. In many countries, aesthetic medicine services are not regulated by a specific legal act, and the patients are not provided with specific rights applicable to aesthetic medicine. In practice, the lack of legal framework poses a problem for separation of the provision and reception of services from medical treatment, at the same time there is an issue with the patients’ awareness of a specific aesthetic medicine service in the context of patients’ will, as well as issue of compensations if the patients’ health is harmed.

The purpose of the article is to study the legal framework jointly with legal doctrine and judicial practice to put forward proposals for improving the legal framework, ensuring patient protection.
Introduction
Public health is a modern and versatile science and practice, whose activities focus on the prevention of diseases and injuries, the provision of a healthy environment and the promotion of a healthy lifestyle among the public, as well as the creation of health policy and health statistics. It is essential that the aim of public health is to improve the health of the entire population and increase years of life lived qualitatively and healthily by preventing, reducing, and limiting the causes of illness.

Since public health is highly affected by people's living and working environment, as well as their everyday lifestyle, the scope of public health activities is broad as well.

Today psycho-emotional state of a person, which depends on both external and internal factors, forms a part of human health. One of such factors is trends seen in society in such fields as economy, art, and fashion and beauty care, or aesthetic medicine. The latter directly affects the emotional state of a person, that is, person's emotional health. Therefore, the link between public health and aesthetic medicine can be viewed through the expanded prism of the term “health,” where the concept of health is not limited to the classical understanding of medical treatment.

Every person undergoes treatment during his life. It is fair to say that medical treatment is associated with such medical manipulations that are related to preserving or restoring health, saving life. In everyday life, these manipulations are commonly referred to as medical or treatment services. However, along with health care based on medical indications, there is aesthetic medicine, which today has become as accessible and usable as, for example, emergency medicine. The Constitution of the Republic of Latvia enshrines the right to health and minimum medical aid as one of the basic rights. At the same time, the right to health falls within the scope of the right to life. The right to life is protected by the Convention for the Protection of Human Rights and Fundamental Rights.

In the paper authors look to find the challenges, as well as importance of aesthetics medicine for both, healthcare quality as individual unit and public health in general. The discussion of aesthetics medicine and improvements of human body in healthcare shell be discussed from the multidisciplinary approach. The authors hope to help develop the ideal of aesthetic medicine impact on public health as part of health conditions. It must be noted that aesthetic medicine considerations in authors opinion must be seen as subjective and from the other hand universal assumption that has vital impact on public health. Considering innovative approach to aesthetic medicine from the public health perspective it is necessary to start debates on the status of aesthetics in public health context as part of treatment. According to the given definition's treatment is something that is done to cure an illness or injury, or to make someone look and feel good. Considering other definitions of treatment comes that treatment can be the use of drugs, exercises, other activities or with the aim to improve the condition of an ill or injured person, or to cure a disease. It shows that definition of treatment closely related to illness of health definitions. Therefore, the health as not just physical, but as well as mental well-being can be one of considerable elements in context of aesthetic medicine as part of public health.

Considering that because of aesthetic medicine manipulations damage to health or even death of the patient may occur, patients of aesthetic medicine cannot be excluded from the legal protection due to every patient, who receives medical services. The modern legal framework has no clear and unequivocal definition of aesthetic medicine as a medical treatment, and that places the recipients of these services in a disadvantageous situation, reducing their right to compensation in case of damage to their health. Is a person receiving aesthetic medicine services a patient within the meaning of medical law? This is the central question for deciding whether aesthetic medicine is medical treatment. The aim of this article is to raise the present-day issues of the legal framework of aesthetic medicine by defining the legal status of a person receiving aesthetic medicine services. Nevertheless, most problematic issue comes to public if minor patients want to receive aesthetics medicine. If we assume that aesthetics medicine is out of the scope of classical treatment, it means that minor patients have another or more non-controllable legal protection level. The regulation of cases will be outside of normal or regular treatment legal provision.

Methods
A qualitative, explorative design was chosen to achieve the aim and set out the problems of legal framework of aesthetic medicine and the liability issues. The regulatory provisions and documents of the field were analysed. Scientific
Aesthetic medicine is being increasingly represented in the context of public health. Public behavioural trends, as well as technological developments in the healthcare sector, have contributed to the transformation of public health awareness. Aesthetic medicine is a tool helping people to improve not only their physical, but also their emotional state. As aesthetic medicine evolves, there are certain shortcomings in the legal framework at a global level, which directly affects the human right to protection of health, including psycho-emotional health. The actual and legal status of aesthetic medicine stays uncertain, which negatively affects the rights of those persons, who wish or receive aesthetic medicine services. This has a particularly adverse effect on children who are not prevented from receiving such services, but due to the unregulated procedure of receiving the service, it is confronted with challenges.

Aesthetic medicine – practical and legal aspects
Aesthetic medicine is increasingly being represented in the context of public health. Public behavioural trends, as well as technological developments in the healthcare sector, have contributed to the transformation of public health awareness. Aesthetic medicine is a tool helping people to improve not only their physical, but also their emotional state. As aesthetic medicine evolves, there are certain shortcomings in the legal framework at a global level, which directly affects the human right to protection of health, including psycho-emotional health. The actual and legal status of aesthetic medicine stays uncertain, which negatively affects the rights of those persons, who wish or receive aesthetic medicine services. This has a particularly adverse effect on children who are not prevented from receiving such services, but due to the unregulated procedure of receiving the service, it is confronted with challenges.

In many EU countries, a national policy in the field of aesthetic medicine is still not developed, despite the significant impact of these services on public health, which was manifested by the expressed desire of every person to improve their body to achieve an emotionally positive state. It is no doubt that the difficulties come from the diversity of the relations that arise from the services and parties involved. However, there are a few problems in aesthetic medicine that are based on development process and particular innovative solutions that affect the patient’s appearance. It shows that aesthetic medicine deals with the non-standard situations, that are not fully accepted by society. Aesthetic medicine requires new standards and new decisions. Therefore, it is difficult from the public perspective to set any regulation in general. The negative acceptance from the society shows that such subjective activities as changing sex, turnover of human organs and tissues etc., are subject to conflict that is based on historical values.

An urgent issue in resolving disputes between clinics that provide aesthetic medicine services and patients or clients is objectivity, or assessment of the objective results in the field of aesthetic medicine. The subjective ideas of the patients or clients meet objective and professional activities from the health care professional. Therefore, the gaps between individual subjective requirements and objective assumptions of the medical practitioner can be the object of a dispute. How to distinguish objective and subjective assumptions in the field of beauty and attractiveness?

Therefore, cases of situations there are common problems for medical institutions and medical professionals who works in aesthetic field. And the problem concerns the harmonization issues of the provisions of the national regulations in civil law field, the regulation on consumer rights and medical law regulation.

From that perspective the society has a different interpretation of the aesthetic medicine as a discipline, and as a part of public health. Mostly, such activities in aesthetic medicine are connected to medical treatment, but there can be exception as well.

The public has different interpretations of what constitutes a medical treatment, what activities are included in the scope of this concept. The grammatical meaning of the term “medical treatment” is as follows – it is a system of
knowledge and practical actions in the prevention or treatment of diseases. The legal scope of the concept is set out in Section 1, clause 1 of the Medical Treatment Law: “medical treatment – professional and individual prophylaxis, diagnosis and medical treatment of diseases, medical rehabilitation and care of patients”. It can be concluded that the term “medical treatment” is related to the need caused by illness to receive medical treatment services. Disease, illness, of course, is a phenomenon that is not related to the will of a person, and the aim of receiving treatment services is to regain health, work ability and quality life in general. The concept of health, in turn, is understood based on the definition set out in the preamble of the Constitution of the World Health Organization of 1948, which says that health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.

However, disease, injury or other need related to health restoration is not the only reason for which a person may apply to a medical institution. Aesthetic medicine, namely, face or body alteration and improvement manipulations are not rare nowadays. These manipulations can also be performed by a medical practitioner. However, unlike medical treatment in case of illness, aesthetic medicine is only related to a specific person’s wish to make changes in his body, or, in other words, it is not a need to receive treatment services implied by medical indications. There is a wide range of services offered, from non-invasive interventions to several types of injections, laser procedures, etc. Therefore, about the definition of aesthetic medicine, it should be noted that it is not directly enshrined in Latvian legislation. Aesthetic medicine services are worldwide understood as services related to medical treatment, the main purpose of which is to change, restore or improve appearance, functions and/or well-being through medical procedures, including all types of aesthetic prophylaxis and treatment, to provide care, as well as to promote health. In general, aesthetic medicine is a term used by medical practitioners to describe surgical procedures and medical treatment methods aimed at improving a person’s appearance or subjective well-being. Clearly, beauty is neither a medical nor a legal concept. It is a relative concept that cannot be defined unambiguously, as the belief of it is individual, however, there are certain criteria of beauty in every society at the relevant time that are socially acceptable, and deviations therefrom can be difficult to tolerate for certain individuals. Beauty is a category of aesthetics. The grammatical meaning of the word suggests that the concept of “beauty” denotes a set of qualities that correspond to a certain aesthetic ideal, evokes aesthetic feelings. However, the existence of beauty standards cannot be denied, for instance, the plastic surgeons Kiran Dhalivan, Poh Tan, Atul Khanna, referring to the scientific literature, indicate that there are certain ideal proportions of female breasts. In the assessment of aesthetic medicine, moral-ethical aspects should not be taken into account when assessing how ethical body modification is. In practice, aesthetic medicine includes modern technological possibilities ensuring the performance of various manipulations, which can have a positive effect on the quality of a person’s life. Therefore, it is far more important to legally regulate the provided aesthetic medicine services and the legal relationships that arise when receiving these services, so that the interests of both the recipients and the providers of aesthetic medicine services are protected as fully as possible.

Thus, aesthetic medicine can be defined as manipulations that are performed to improve, change or perfect a person’s body at the person’s free will, without medical indications. It must however be noted that in certain cases, the need for aesthetic medicine manipulations may arise from the person’s well-being, that is, the person has congenital or got anomalies, which can be, for instance, drooping eyelids, scars, some types of deformity, which can be corrected by aesthetic medicine, thus improving the person’s self-esteem and, accordingly, the overall quality of life. Given the fact that health is a state of complete physical, mental, and social well-being, and not simply a state when a person does not feel sick or tired, a person’s appearance, which affects his well-being, may be viewed through the prism of medical treatment, that is, within the meaning of the Medical Treatment Law. The allows claiming that aesthetic medicine is also closely related to person’s health, including mental health. A person who is not satisfied with his appearance may experience anxiety, depression, and discouragement, which will diminish his quality of life. This can be especially relevant in cases where a person has a disease that causes certain damage, such as skin cancer, or another oncological disease, for the treatment of which chemotherapy is used, which is known to negatively affect a person’s appearance. Thus, there is no reason to consider aesthetic medicine merely as beauty procedures, the purpose of which is only to satisfy the subjective desires of a person. However, these aspects have not been enshrined in
the legal framework and aesthetic medicine has not been regulated as a separate and independent sub-branch of medical treatment.

Considering Latvia’s experience about the patient’s rights in the context of aesthetic medicine, it should be noted that, according to Section 1 of the Medical Treatment Law, medical treatment is professional and individual prophylaxis, diagnosis and medical treatment of diseases, medical rehabilitation, and care of patients. It follows from the legislative provision that medical treatment is related to disease. Receiving aesthetic medicine services is not related to diseases, i.e., the person receiving such services does not do so because of a disease. Yet, as noted above, the receipt of services may result from and may also be related to a person’s disease, and in any case, however, the receipt of an aesthetic medicine service is related to a person’s health in a broader sense. It follows from the above that, although aesthetic medicine does not directly fall within the scope of medical treatment, it is nevertheless strongly associated with it. By analogy it could be compared to the support personnel of medical practitioners, who are not entitled to practice medicine themselves, but are closely related to medical practitioners. It should be stressed that similar types of constructions also exist in other sub-branches of law. For instance, in property law there is principal and auxiliary property, when the auxiliary property is the property that exists only in conjunction with the principal property, belongs to it, or is otherwise associated with it. Aesthetic medicine can be defined as an auxiliary element of medical treatment, which may not be a medical treatment itself, but is closely related to it, thus there is a basis for application of the legal principles of medical treatment and patient protection standards to aesthetic medicine.

It should be noted that in Latvia no standards are clearly defined in the field of aesthetic medicine. Their definition is burdened with each person’s subjective understanding of the results of aesthetic medicine services performed.

Considering the experience of France in the field of aesthetic medicine, several conclusions are drawn. France is one of the countries that has set down the regulation in the field of aesthetic medicine. The aim of such decision was to create the legal instrument to solve problems of the community and prevent the risks itself.

The cosmetic surgery sector is the part of the legal modernization of the Care Standards Act 2000 which was introduced to better regulate private practitioners of aesthetic medicine. The fact that under the act the medical practitioners had to either be on the specialist register or have undertaken relevant specialist training before the commencement of practice shows the importance of legal necessity to regulate field. Thus, the authors would like to note that strict restrictions or rules set out for medical professionals provide increased feeling of safety to the patients.

**Medical practitioner as an aesthetic medicine service provider**

The evidence that aesthetic medicine is a part of medical treatment can be seen in several aspects: aesthetic medicine manipulations are mostly performed by medical professionals, they are performed in medical institutions, manipulations (for instance, injections, surgeries) are performed with the human body, which have or can influence the person health as in the case of medical treatment. However, what is important is who exactly provides the relevant service, that is, whether it is performed by a medical practitioner, whose actions are regulated by a legal framework, for example, by the Medical Treatment Law. The question logically arises – is aesthetic medicine a medical treatment or should it be regarded as a service provided by a medical practitioner? The answer to this question is not only of theoretical importance for defining aesthetic medicine. Considering that a substantial part of the manipulations of aesthetic medicine is related to surgical intervention, it cannot be excluded that in some cases various complications are possible, up to harm to the patient’s life or harm caused to the patient’s life or health. The answer is necessary for the assessment of how to figure out the dividing line between medical treatment and aesthetic medicine. What are the legal consequences of an aesthetic medicine manipulation, because of which the patient’s health has been harmed? Is the patient entitled to a compensation from the Medical Treatment Risk Fund in such a case? The current legal framework does not provide an exact answer to these questions. Undeniably, manipulations aimed at body improvement rather than disease treatment, prophylaxis, etc., are more related to the provision of a service by a medical practitioner rather than treatment in its accepted sense. Moreover, if the service is not only provided by a medical person, but also in a medical institution. However, considering that the manipulations are performed in a medical institution, they are performed by medical practitioners, are related to the physical modifications of the patient’s body, the consequences of which may be harm to health, it...
would be unreasonable and careless not to apply the legal norms regulating medical treatment.

Traditionally, aesthetic medicine services are provided by medical practitioners specializing in plastic surgery or dermatology. These are the basic specialties of medical practitioners, in accordance with the Cabinet of Ministers’ Regulation No. 317 of May 24, 2016 “Procedure for Establishing, Supplementing and Maintaining the Register of Medical Practitioners and Medical Support Staff”. Although the aforementioned regulations do not provide for such a basic speciality, sub-speciality or additional speciality of a medical practitioner as an aesthetic medicine practitioner, it must be understood that, if a medical practitioner performs manipulations related to aesthetic medicine in the course of his profession, then these activities should be classified as medical treatment. A doctor in his professional ability cannot perform activities that are not medical treatment. A doctor is a regulated profession, and, otherwise, figuring out the regulated profession would become meaningless.

And yet, for a full analysis of the issue, it is necessary to consider aesthetic medicine also as a service, particularly since aesthetic medicine manipulations are also called services in practice. It is understandable that in the public’s mind aesthetic medicine is not a medical treatment. Furthermore, specialists also point to medical treatment, to which we can also add aesthetic medicine as a service, associating it with “health equality,” that is, the opportunity to reduce inequality in health care, thus guaranteeing the opportunity for everyone to be as healthy as possible. Aesthetic medicine becomes more accessible every day and it means that the need for these services is growing, which so requires the legal regulation of the availability of services to persons without discrimination. As showed in the scientific literature, without abdicating the plastic surgeon’s responsibility for the surgery outcome, it shall be considered that a person’s race, socioeconomic status, physical environment may affect access to care, surgical outcome, and postoperative recovery. These are the questions that, alongside medical treatment, also apply to the provision of services and the possibility of receiving them.

A service is grammatically defined as an action or measure that ensures the satisfaction of a need. In the context of the research subject, it can be concluded that the needs can vary – treatment of disease, promotion of health, improvement of physical appearance. Content-wise, a service is clearly a much more broader concept than medical services; it can be defined that medical manipulations, including medical services of aesthetic medicine, are one of the types of services. The provision of services is related to the consumers who consume these services.

Rights of a patient, including a minor patient, receiving an aesthetic medicine service

For a patient to be able to choose the proper aesthetic medicine service, he must be informed both about the service and about the possible complications and the effects of the procedure on his health. One of the most popular services is botulinum toxin injections, and as it follows from the study, certain issues are observed at this stage of communication between the doctor and the patient, as only in 62% of the cases the information was provided by the doctor, in 48% of cases the information was obtained from friends, and in 48% of cases – from the Internet. In the opinion of the authors of this article, the high percentage of patients who obtain information from non-specialists may indicate that aesthetic medicine manipulations are perceived as a simple beauty care service without any adverse health effects. It has a particularly negative effect on minor patients, who can be influenced by friends, acquaintances, and public opinion in general.

It is common knowledge that minors are particularly affected by the actions and opinions expressed by friends, influencers, bloggers, or opinion leaders. Body aesthetic improvement procedures are undertaken by people of different ages, and minors are no exception. According to Section 177 of the Civil Law, until reaching age of majority, a child is under the custody of his parents. Clearly, being under the custody does not deprive the child of will, and the child can also express a wish to undergo an aesthetic medicine manipulation. Assuming that aesthetic medicine is medical treatment, the minor is a patient. Section 13 of the Law on the Rights of Patients classifies patients according to their age. Thus, minors, who have reached the age of 14, provide informed consent themselves. Treatment of persons up to the age of 14 shall be permissible, if consent is provided by a lawful representative. It should be stressed once again that the need for informed consent applies to medical treatment, the law does not regulate aesthetic medicine services. Therefore, the question stays open whether a minor is entitled to independently receive aesthetic medicine manipulations. What actions should be taken by the doctor and the parents of a minor, if the child has expressed a wish to undergo any of the aesthetic
Aesthetic medicine manipulations? If the child’s parents agree to it, there are no legal barriers to perform the manipulations. A case where the child’s parents disagree requires a deeper analysis. Can an Orphan’s and Custody Court grant permission in such a case as well? According to Section 14(1) of the Law on the Rights of Patients, the consent may be given by the Orphan’s and Custody Court, if the medical treatment is in the interests of the child, but the lawful representative of a minor patient refuses to give his consent. Unfortunately, without answering the question of whether aesthetic medicine is medical treatment, it is impossible to answer the question of whether consent may be given by the Orphan’s and Custody Court. On the assumption that it is medical treatment, upon proving the prerequisite laid down by the law, namely that the medical treatment is in the patient’s interests, the Orphan’s and Custody Court is entitled to decide on the relevant matter. It should be noted that, according to the law, sufficient is the establishment of the patient’s interests, not the medical necessity for medical treatment. The patient’s interests are interpreted broader than medical necessity. For instance, a child may have a scar on his face or some other imperfection that can be corrected by aesthetic medicine. In that case, there can be no question of medical indications, but correcting the imperfection may be in the best interests of the child.

Another situation is if the child has reached the age of 16, when the consent of the legal representatives is no longer needed, and the child may have his own resources from which to pay for the received services. In such a situation, the child has the right to receive aesthetic medicine services, however, it should be stressed that there is a conflict between the norms of the Law on the Rights of Patients and the norms of the Civil Law. In the medical treatment process, the special legal provision is the provision of the Law on the Rights of Patients, which grants the child discretionary powers, however, a minor patient is primarily a child and the child’s parents, according to Section 177 of the Civil Law, have not only the right, but also the duty to take care of the child’s health and safety in general. Allowing the child to independently decide and undergo medical interventions without medical indications would be undermining the importance of parental custody rights. Undeniably, the doctor is also obliged to assess the appropriateness and safety of the manipulations that the child wants to undergo. This statement is based on Section 6(2) of the Law on the Protection of the Children’s Rights, which stipulates the obligation of every person to ensure the rights and interests of the child as a priority, which is also stipulated in Article 3 of the Convention on the Rights of the Child (UNCRC). In addition, it should be noted that every child who can formulate his opinion has the right to be heard following Article 12 of the Convention on the Rights of the Child. The child’s right to self-determination must also be considered, especially if it affects the mental and emotional health of the child.

Finding a balance between the child’s interests, wishes, parental responsibility of the child and the possibilities in the field of aesthetic medicine is no easy matter. Actions that are in the best interests of the child may not coincide with medical indications. The task of the parents and the doctor is to assess the need for aesthetic medicine manipulations, weighed against the wishes of the child and the possibilities of the parents.

Conclusion

Aesthetic medicine is a part of public health, that today influences a large part of society. In Latvia, aesthetic medicine is not expressly classified as a sub-branch of medical sciences in the current legal framework. However, aesthetic medicine exists and its practical expression shows a constantly requested services. The medical practitioners perform the relevant manipulations related to the aesthetic improvement of the patient’s body. Such manipulations are also performed on minors. Both in Latvia and in other EU countries, the legal framework has left the question open whether aesthetic medicine manipulations are medical treatment to which the law regulating medical treatment should apply, or they are not. It can be concluded from Latvia’s experience that it is not clear at the national level whether aesthetic medicine services are subordinate to, for instance, the Medical Treatment Law, the Law on the Rights of Patients, and other laws governing the receipt of medical services, or the provision of aesthetic medicine services is a commercial activity of a medical practitioner, which is subject to the Commercial Law, the Consumer Rights Protection Law and other laws that regulate the civil legal relationships between the medical practitioner and the person who receives these services. Aesthetic medicine has characteristics of both medical treatment and a service. The actual and legal status of aesthetic medicine stays uncertain, which negatively affects the rights of those persons, who wish to receive or receive aesthetic medicine services. This has a particularly adverse effect on children who are not prevented from receiving such
services, but due to the unregulated procedure of receiving the service, it is confronted with challenges. To regulate the field of aesthetic medicine in general and especially on minors, it would be necessary to prove that aesthetic medicine is a service provided by a medical practitioner and that it is subject to the Medical Treatment Law. The recipient of aesthetic medicine services is a patient and the consent of the legal representative is always needed for a minor to receive aesthetic medicine services.

Reference

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