

In the matter of the Institute of Trichologists' Register of Practicing Trichologists

NOTICE OF COMPLAINT THE INSTITUTE OF TRICHOLOGISTS

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| Date of Complaint Submission | 6 th February 2024 |
| Complaint Reference | JB010224 |
| Individual the complaint was raised against referred as | Defendant / Individual |
| Complainant referred as | Complainant |

COMPLAINT OVERVIEW

A complaint was submitted to the Institute of Trichologists against an individual who is not currently on the register of the Institute of Trichologists. The individual was claiming to be an **“AIT – Member of the Institute of Trichologists”** on their individual and company website and social media channels.

ACTIONS TAKEN

The individual was contacted and informed that the description of themselves had been brought to our attention, stating;

- Currently, only subscribing registrants who have qualified with the IOT are entitled to use the post graduate letters of AIT, and only those on our register are entitled to state their affiliation with the Institute of Trichologists.

The individual was requested to remove the aforementioned comment from their website and social media, with immediate effect, on the basis that:

- Maintaining accuracy and clarity about the professional status of individuals who may be associated with our business is essential for maintaining public confidence and credibility.

OUTCOME

The individual subsequently removed the phraseology from their website and social media channels shortly after being notified.

FURTHER COMMENTS

Periodic checks will be carried out at 3 months, 6 months and 12 months to ensure this remains the case.

Signed:

Dated: 12 February 2024

The Institute of Trichologists

The Institute of Trichologists