

The image features a stylized representation of the South Korean flag. It consists of a white background with four black trigrams (Gwan) positioned at the corners. In the center is a large Taegeukgi symbol, a circular emblem divided into two interlocking, curved shapes, one red and one blue. A semi-transparent grey horizontal bar is overlaid across the middle of the image, containing the text "Plastic surgery industry in Korea" in white, sans-serif font.

Plastic surgery industry in Korea

Core question

- How does plastic surgery effects Korean economy as a whole and individual?

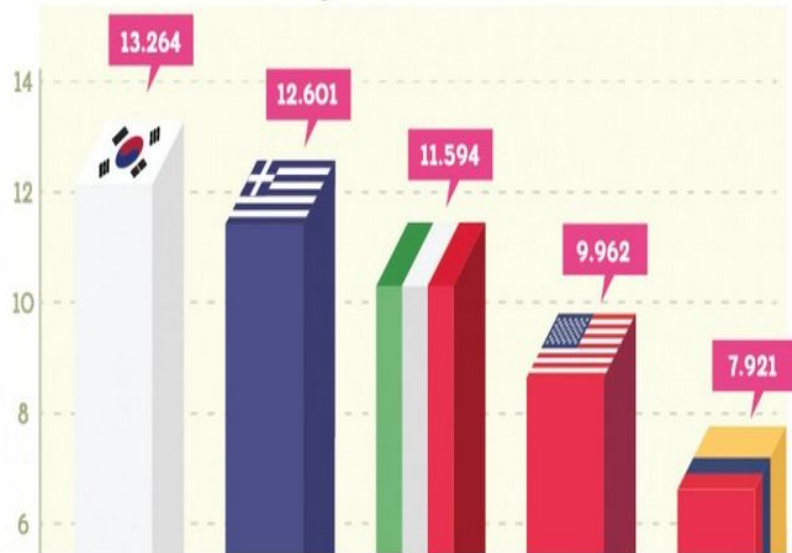


*Procedures per 1,000 population

Top 25 Countries

Procedures per 1,000 population

Top 5 Countries

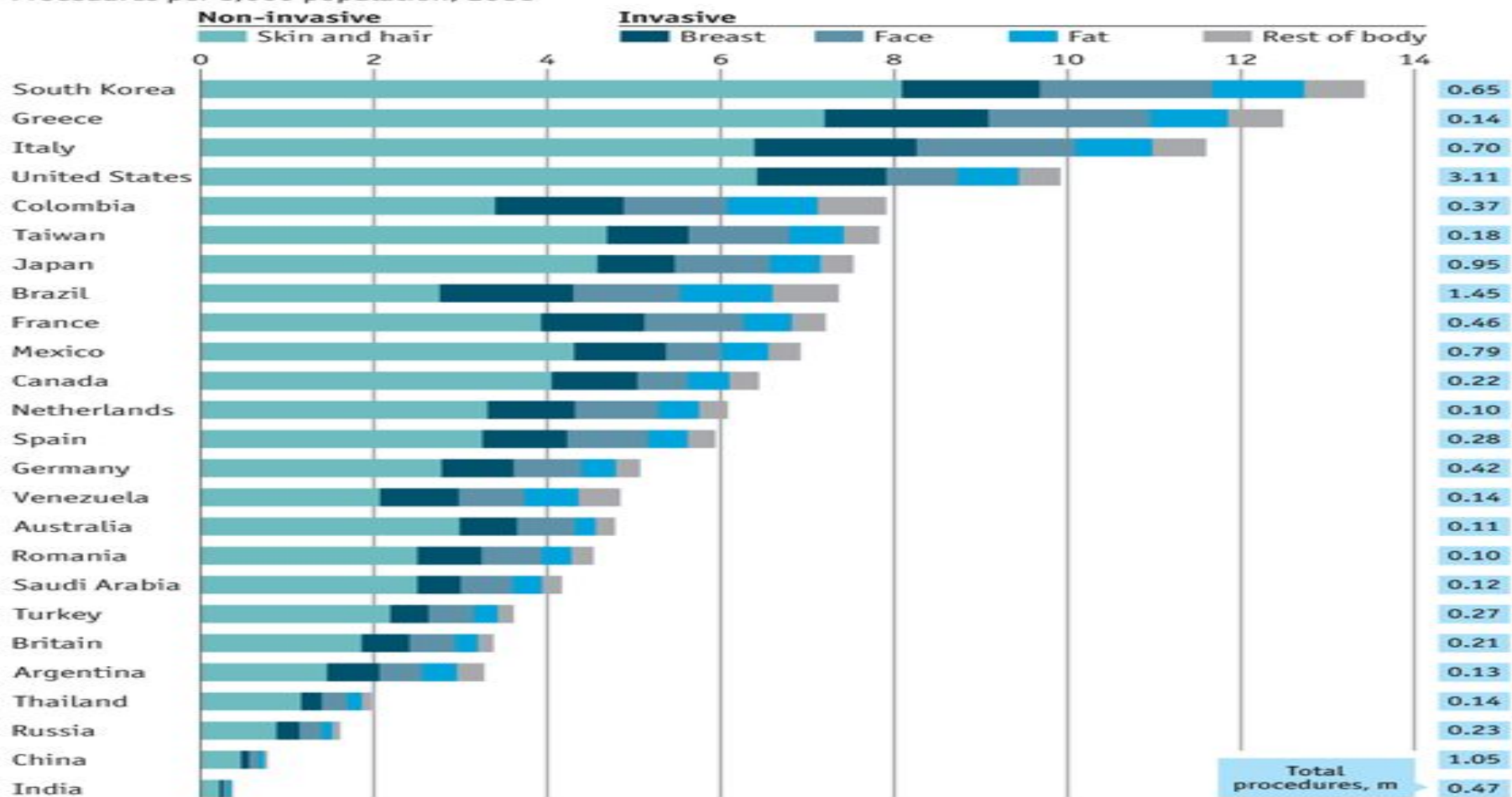


The Economist adjusts for population and reports the top five countries for **plastic surgery procedures per 1,000 population** (figures are estimated from The Economist chart below), and the top five list is quite different:

1. South Korea (13.25)
2. Greece (12.25)
3. Italy (11.75)
4. United States (9.95)
5. Colombia (7.95)

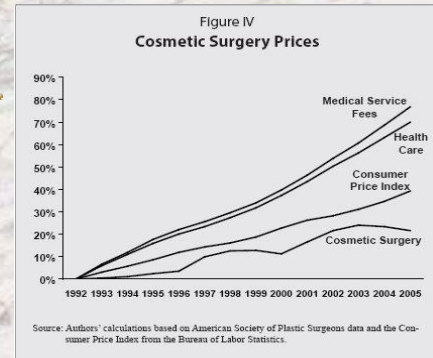
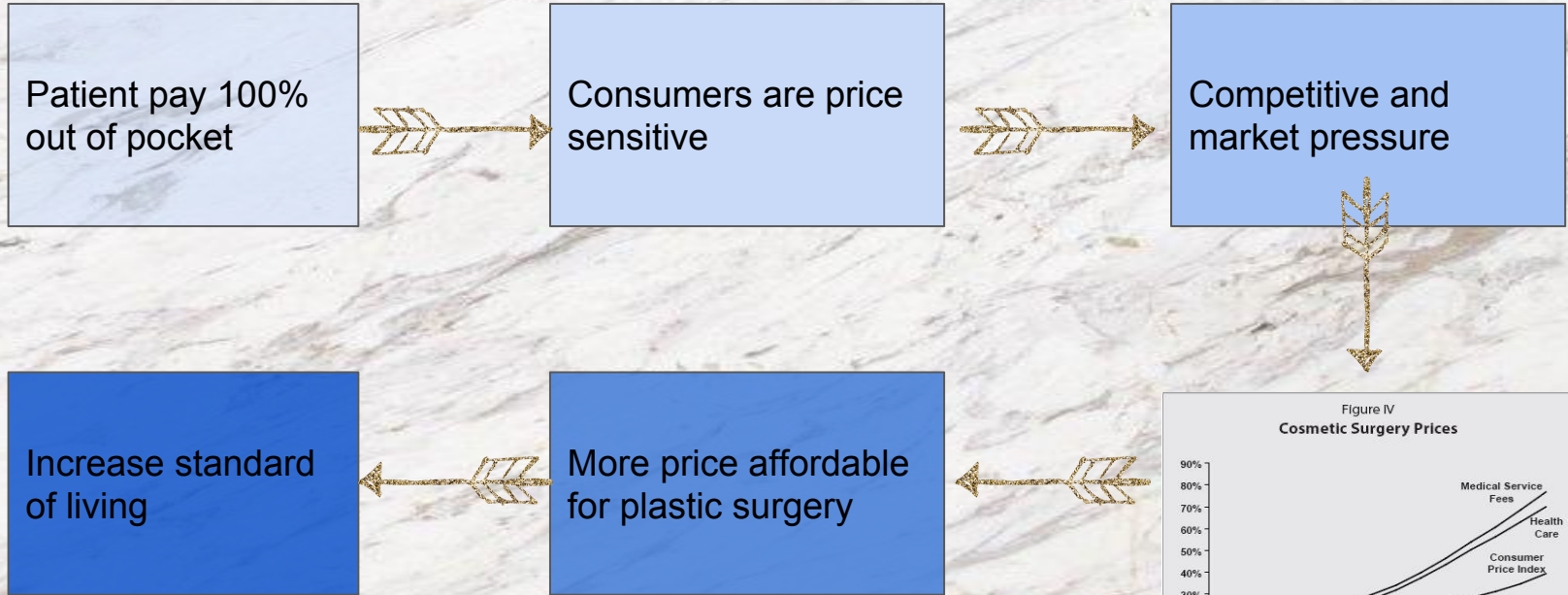
Plastic surgery

Procedures per 1,000 population, 2011



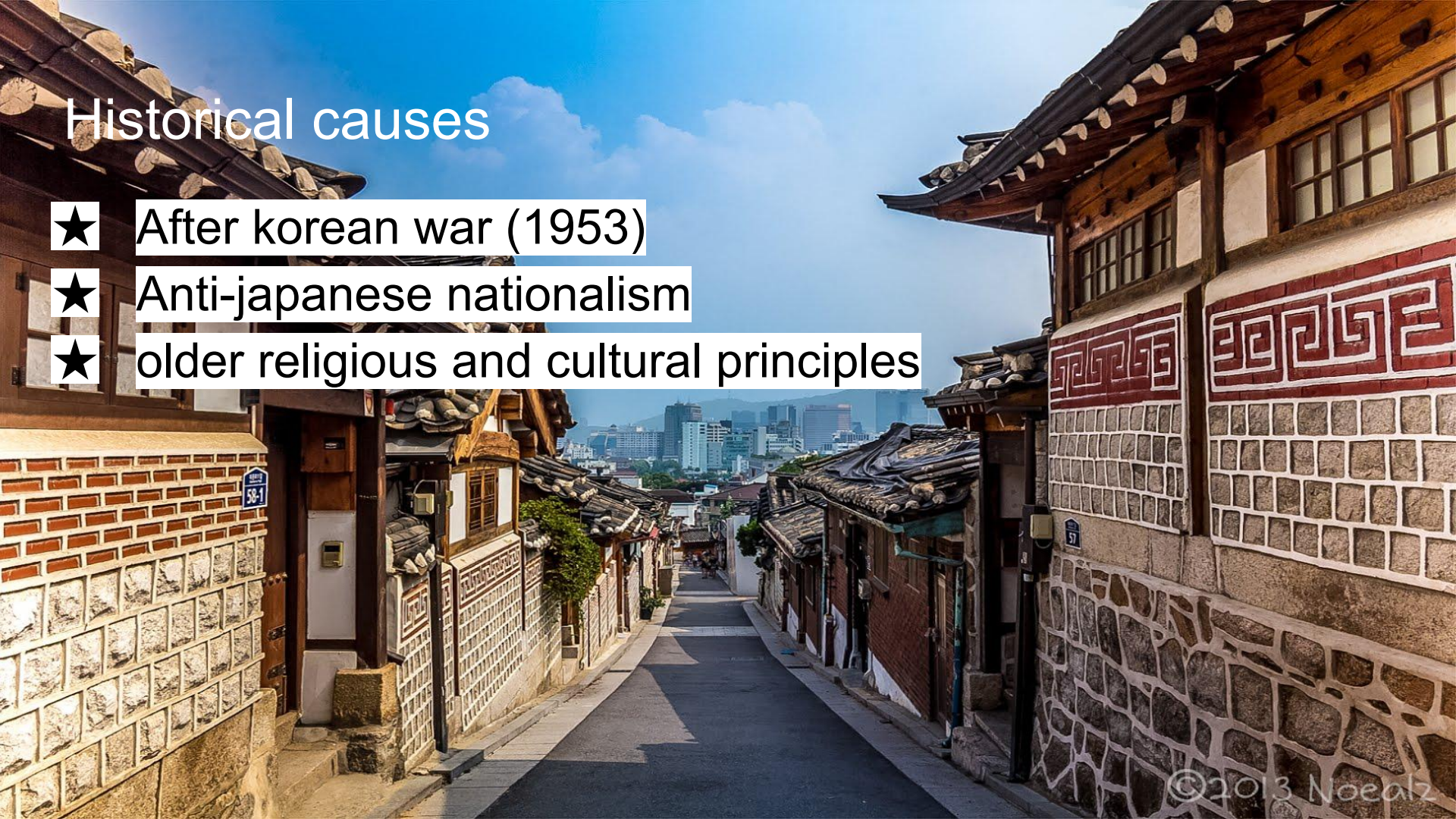
Sources: International Society of Aesthetic Plastic Surgeons; UN; *The Economist*

Why there is more people doing plastic surgery?



Historical causes

- ★ After korean war (1953)
- ★ Anti-japanese nationalism
- ★ older religious and cultural principles

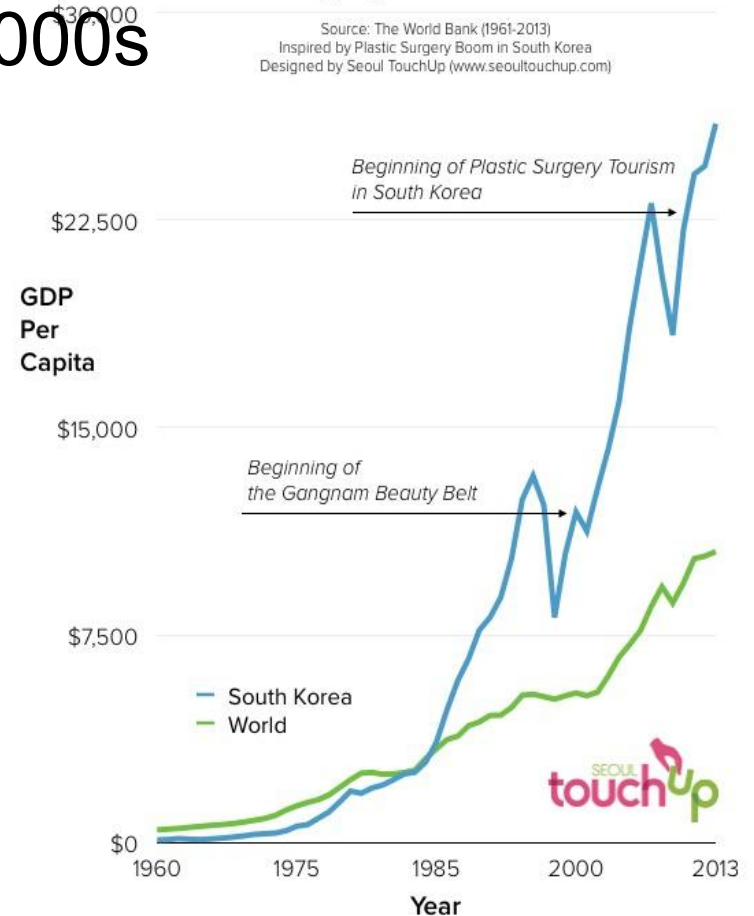


Korean plastic surgery boom 2000s

- The GDP per capita is approaching \$30,000 comparing with before below \$100.
- The economy was boosted by the 1988 seoul Olympics.
- People got wealthier and spend money on their health and beauty.

GDP per Capita & Plastic Surgery Boom in South Korea

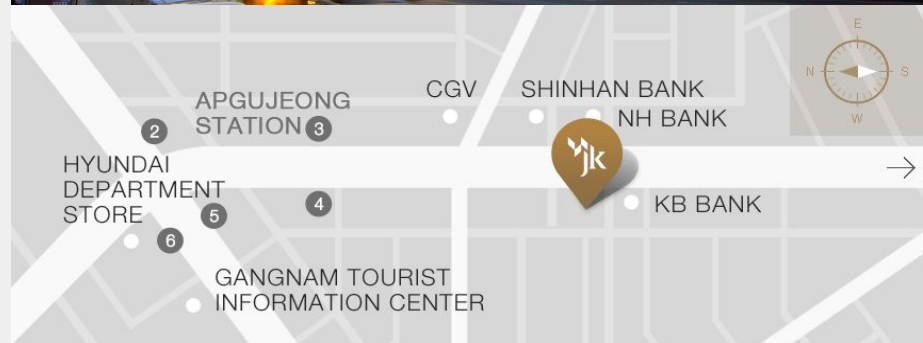
Source: The World Bank (1961-2013)
Inspired by Plastic Surgery Boom in South Korea
Designed by Seoul TouchUp (www.seoultouchup.com)



Gangnam district

- As Gangnam is the wealthiest area in all of Korea, the effects of the Korean plastic surgery boom can be mostly seen in this district.

- JK plastic surgery



PLASTIC
SURGERY
CENTER

JK Building
584-2 Sinsa-dong, Gangnam-gu
Seoul, Korea +82 2 777-0337

K-pop and plastic surgery industry

- flashy performances, dancing, celebrity stage shows, which very much resemble Hollywood in the US.
- Almost every K-pop star has gone through cosmetic surgeries.
- Heavily exposed by middle and high school students.
- People are willing to imitate their idols appearance.



Korea Advantage in medical industry

- Leading technology
- Revolutionary infrastructure
- High trained medical experts.
- Alternative approach.



Impacts of korean cosmetic surgery industry

- Medical tourism to korea.
- Increasing in job opportunities.



Medical tourism

- Government tries to stimulate the industry by pushing a transnational focus on larger asian market.
- Direct consultation by subclinic branches in other countries.
- Many foreigners travel to korea for service even though the price is 2-3 times higher than getting one in China.
- “First world treatment at a third world price.



SPECIAL
EVENTS
FOR
FOREIGN CUSTOMER
BREAST AUGMENTATION

ROUND SHAPE IMPLANTS
\$ 4000

TEARDROP SHAPE IMPLANTS
\$ 5500

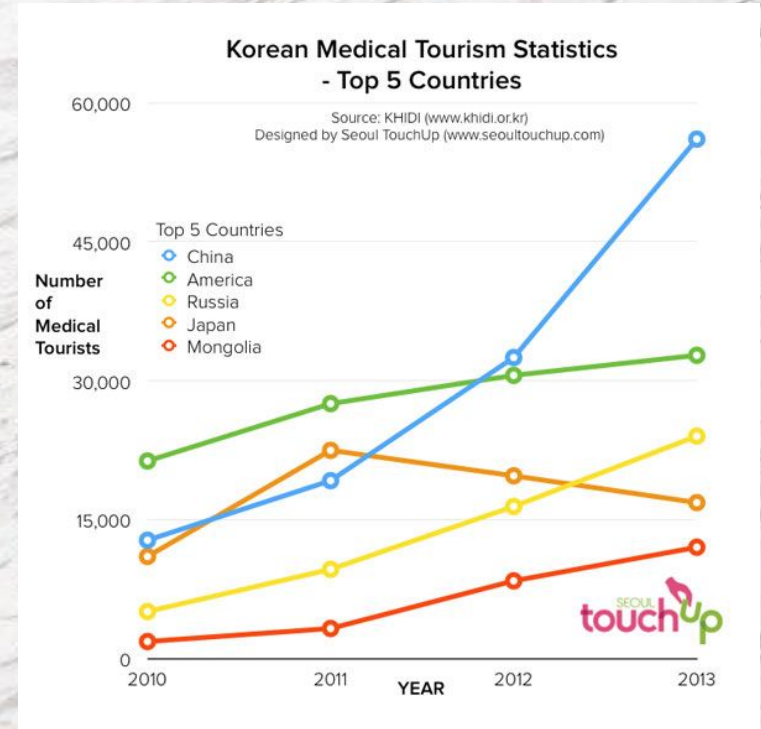
FEBRUARY 1ST ~ APRIL 30TH, 2016

JW PLASTIC SURGERY

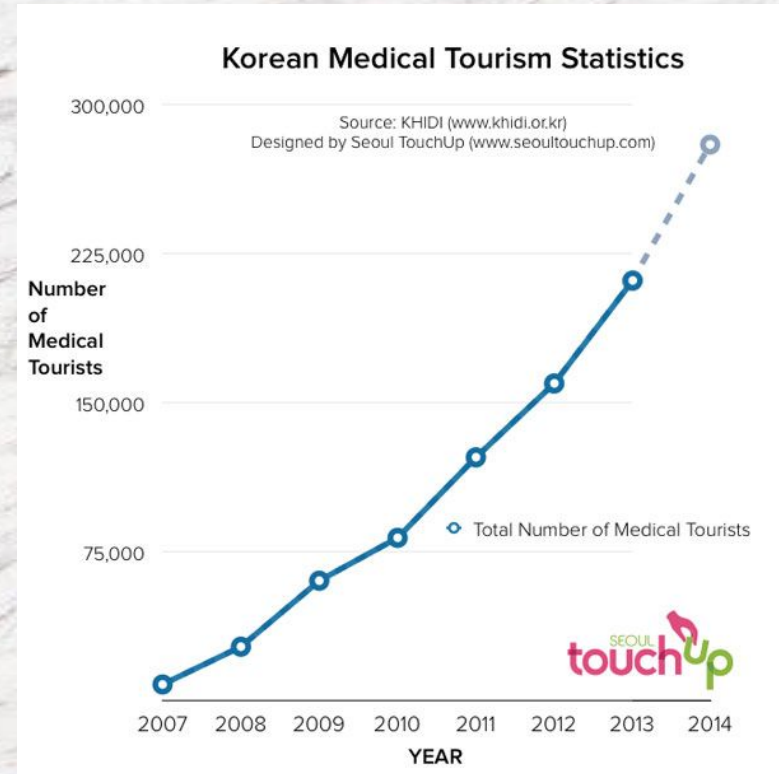
The advertisement features two women, one in a light pink top and one in a blue top, flanking a central black pyramid. The pyramid contains white and red text detailing a special event for foreign customers. The background is a purple and blue geometric pattern.

Medical tourism

- Rise of the service industry as a whole
- Labor intensive industry
- Mass communication
- Expanding with tourism for nearly \$4.4 trillion of global economic activities

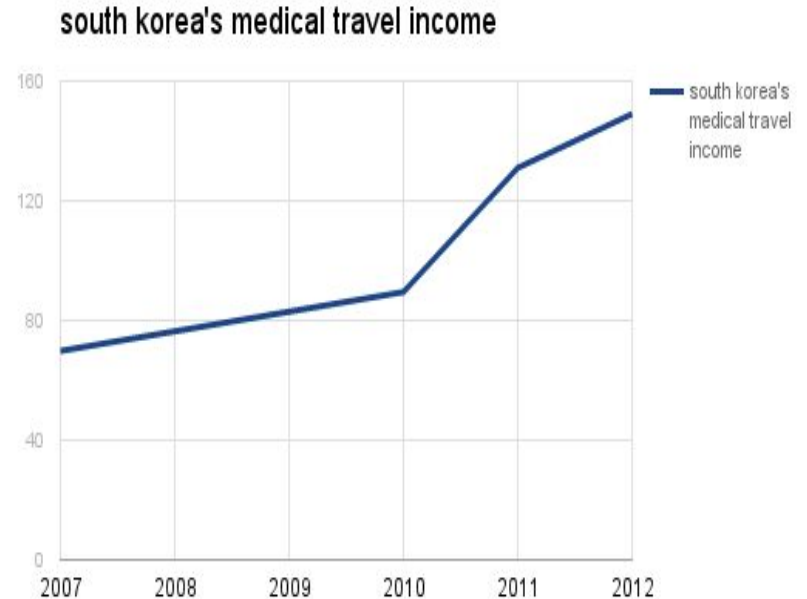


- Government launches medical information centers around the metropolitan areas.
- Long-term medical visas
- Medical tour package for foreigners
- Private hospitals have special packages
- The continuous growth in the industry



South Korea medical increasing

- Expecting an increase in medical tourist from 598,000 in 2015 to 998,000 in 2020.
- Generate revenue up to 3.5 trillion won (\$3.2 billion) in 2020
- Country's income from medical tourism went up from \$138 million in 2012 to \$187 million in 2013.



Growth of medical insurance



Insurance Services for safety of Medical Tourists



Increasing in job opportunities

- English speaker surgeons and Korean surgeons
- Multilingual counseling staffs
- Translators
- Information technology resources



Beauty premium

- How does the attractiveness of a person affect income and their spouse's income?
- How does it benefit individual?



Facial grade from online matchmaking company

- Facial grade measures the facial attractiveness of a user, ranging from *A* for the most attractive to *F* for the least. It is assigned by the company's staff members based on the user's head-to-shoulder photograph
- People can increase facial grade by getting plastic surgery. The lower grade person has a higher probability of getting more benefit than average looking person.

Before & After



UNNERVING PUSH TOWARDS **UNIFORMITY**

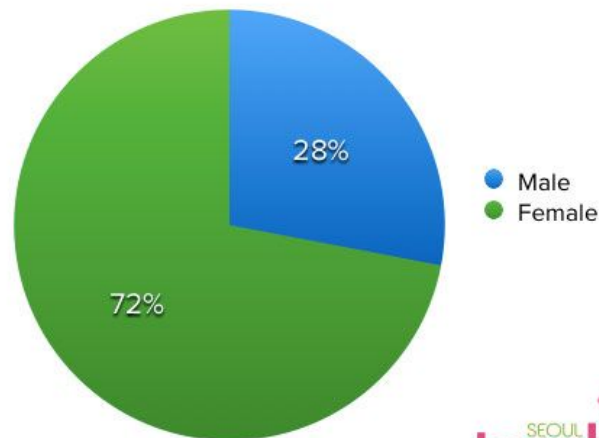


Premiums

- Above average facial grade men earn higher annual income by 7.7% than average and marry a person with higher income by 77% as well.
- Above average facial grade women earn higher annual income by 6.9% than average and marry a person with higher income by 9.5%.

Plastic Surgery Tourists Ratio

Source: Seoul TouchUp (2011-2014)
Designed by Seoul TouchUp (www.seoultouchup.com)



Premium on workplace

- The better looking person has a higher probability of getting employed
- 80% of employers admitted they considered appearance as a very significant factor in making hiring decisions.



References

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members

- 1.) Chawanthip mahathalaeng
- 2.) Naetima Prathiphithong

Thank's
You