

Healthy Living

A medical guide for military community members visiting South Korea

July 2022

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Welcome to busanjin

Seomyeon Medical Street



BUSANJINGU

Seomyeon Medical Street, located in Busanjin-gu, the center of Busan Metropolitan City and iconic maritime capital of Korea.

Seomyeon Medical Street, which took form naturally as medical institutions began to gather around Seomyeon Rotary, is now located within a 500m radius of Seomyeon Subway Station, where as many as 370 various medical institutions such as dermatology, plastic surgery, dentistry, and ophthalmology are concentrated. This concentration of medical technology is unlike anything else in the world. Thousands of foreign tourists visit Seomyeon Medical



Street every year for medical services.

At Seomyeon Medical Street's medical institutions, staff with

medical knowledge and experience accumulated through Korea's excellent medical schools and specialist courses, are

waiting for you. If you come to Seomyeon Medical Street, you will receive first-class medical services at a reasonable price



(compared to other areas).

The Seomyeon Medical Street Festival, held every October, introduces the latest medical technology of exemplary medical institutions of SMS, and provides medical experience and professional consultation. It is the first medical tourism festival in Korea where you can enjoy wellness, beauty experiences, performances, and events. The 11th SMS Festival is scheduled to be held October 2022.

Start a beautiful and healthy trip on Seomyeon Medical Street, where you will receive the best medical services!

**SEE 7 MEDI-HEALING ZONES
ON PAGE 3**



View Video!

Let's take Medi-Healing Tour!



Accommodation

A relaxing rest makes for a pleasant start to the day. Travelers who want to start their next journey in peak condition can take a break in the safe and clean accommodation located in downtown Busanjin-gu.

Some 140 types of accommodation in different prices and concepts are available, ranging from luxury hotels with casinos and duty-free shops to affordable business hotels, guest houses, and motels. There are also medical services, shopping districts, dining, parks, and trendy spots all within walking distance. The accommodation is located at the center of Busan, so it is close to the subway stations and bus stops, making it easy to go to any area of the city.



MEDI-STAY

This brand was developed to provide customized accommodation services for Busan medical tourism in collaboration with the city of Busan, Busan Economic Promotion Agency, and the local hotel industry. Hotels that are carefully selected based on the screening criteria of Medi Stays will provide the best services to help medical tourists recover from fatigue after a long flight.



Sangsang Madang Busan Stay

7f, 39, Seomyeon-ro, Busanjin-gu, Busan
(+82)-70-8893-0910



Lotte Hotel Busan

772, Gaya-daero, Busanjin-gu, Busan
(+82)-51-810-1000



Busan Business Hotel

67, Bujeon-ro, Busanjin-gu, Busan
(+82)-51-808-2000



Solaria Nishitetsu Hotel Busan

20, Seomyeon-ro, Busanjin-gu, Busan
(+82)-51-802-8586



Hotel TT

35, Saessak-ro, Busanjin-gu, Busan
(+82)-51-808-5514



Seven Luck Casino

Located on the 3rd floor of Lotte Hotel Busan, Seven Luck Casino boasts a spacious 1,583.73m² and comfortable and sophisticated facilities. There are various types of games such as roulette, blackjack, baccarat, and daisai in the casino, so you can freely enjoy the

game that suits your taste. Seven Luck Casino is open 365 days a year, 365 days a year, offering incredible lucky opportunities every day. Enjoy the thrill of gaming at Seven Luck Casino of a different level.

3F 772, Gaya-daero, Busanjin-gu, Busan
(+82)-51-665-6000

Busan's bountiful soul food

The best part of traveling is eating delicious food, and the beautiful city of Busan offers a delightful array of tasty and healthy Korean dishes. Enjoy this sampling of some of Busan's famous foods.

Dwaeji-gukbap (Pork and rice soup)

This is a representative dish of Busan with added pork and vegetables, along with various seasonings and pickled shrimp, to a broth made from pork bones.

Dwaeji-gukbap embodies the history of Busan, a city of refugees during the Korean War. It is the ultimate dish that was created at a time when people had to fill their stomachs with cheap animal protein and supplement their nutritional needs. The soup has become a must-try soul food for visitors to Busan. Also, we recommend trying the soup with its soul mate, sundae.



Milmyeon (Wheat noodles)

If Pyongyang is famous for naengmyeon, Busan is known for milmyeon. This is a noodle dish made by adding wheat flour noodles to cold broth, or by mixing them with various seasonings. The refugees who came to Busan during the Korean War wanted to eat naengmyeon, but it was difficult to find buckwheat, its core ingredient. Therefore, they replaced it with wheat flour. Milmyeon, which started as an item served in small shops run by refugees, gained popularity throughout Busan, and it has now become one of the city's representative local foods.



Eo-muk (Fishcake)

The place where you can find the most delicious fish cakes is in Busan, which is overflowing with fresh fish and seafood. Busan's fish cakes are famous for their savory and chewy texture, as well as their high fish content, which has garnered them so much popularity that they are delivered to homes across the nation every day by courier.

Among them, Goraesa, a premium fish cake shop also located in department stores, is also found in Bujeon Market.

Freshly prepared warm fish cakes can be enjoyed as snacks, side dishes with drinks, and delicious meals that can be prepared with simple cooking.



Gomjangeo (Sea eels)

A healthy food that is rich in collagen and high in protein! Are you curious about sea eels? Then visit this local food street where live sea eels are prepared and cooked on the spot.

The scent of roasting briquettes from the sea eel street near Bujeon Station makes passersby stop in their tracks. The eels are cooked in various ways that include seasoning, grilling, salt-grilling, and barbecuing as a whole piece, but the texture of this attractive dish is always chewy.



Healthy food at 'Natan'

Healthy Korean cuisine is served at Natan without any addition of chemical seasonings, which preserves the original taste and colors of the ingredients. A variety of dishes can be customized for vegetarians, for halal diets, or for those who are allergic to certain foods.

Everything is served as a multi-course meal, as Basic Full Course, Beautiful Na (beautiful me) Full Course, Generous Tan Full Course, Special Course, Yongbongtang (carp & chicken soup), etc., and reservations are essential.

Well-being tea and traditional meditation music are always available, which doubles the enjoyment of dining here.

나탄(Natan) Reservation required

부산광역시 부산진구 성지곡로51번길 4
4 Seongjigok-ro 51beon-gil, Busanjin-gu, Busan
(+82)-51-504-7733

MEDI-HEALING 7 ZONES



1 MEDICAL

Head to Seomyeon Medical Street to experience the hub of medical technologies, where you can find clinics for cosmetic surgery, dermatology, ophthalmology, and dentistry.



busanjin

SMS
KOREA



2 ECO WELLNESS

Enjoy some leisurely time healing by walking in **Busan Citizens Park**, which is full of forest scents, meditating in a tranquil temple within the city, or enjoying the beautiful melodies of Korean traditional music.



3 COOLEST

Let's start by exploring the trendy **Jeonpo Cafe Street**, alley filled with cafés that The New York Times also fell in love with.



- Medical institutions
- Cosmetic surgery, Dermatology
- Theme street
- Shopping
- Accommodation
- Busan medical tourism information center
+82-51-818-1320, 1330

Monument Dedicated to Swedish Armed Forces

The Swedish Field Hospital, which was established here in September 1950, conducted medical relief activities for all UN forces, Korean troops, prisoners, and civilians during the Korean War. In commemoration of this, a monument was erected for friendship with Sweden.

This is now Seomyeon Medical Street.



4 SHOPPING

From large department stores to duty-free shops, underground shopping malls and roadside venues! If you love shopping, **SMS** is your paradise.



5 TRADITIONAL

If you want to experience the history and culture of Busan, **Bujeon Market Town** is a place you must visit. Feel the energy of the people!



6 ACCOMMODATION

Go to sleep feeling comfortable and safe, in clean accommodations at **Sangsang Madang Busan**, located in the middle of tourist attractions.



7 FOOD

One of the charms of traveling is all the local foods we get to see and taste. Experience Busan's unique cuisine, cultivated by the city's lone history.

PERFUME TOUR



View Video!

Follow the warm scent that calms your heart!

- 1 Perfume Workshop
- 2 Lunch
- 3 Tea Time
- 4 MEDI care
- 5 Walk

Find your perfect perfume at the perfume workshop – experience Korean food for lunch – Enjoy traditional tea and desserts – Dermatology & scalp care – Walk slowly around Citizens Park.





COOLSCULPTING

Spotlight on new noninvasive fat reduction procedure

BS THE BODY PLASTIC SURGERY CLINIC

Body contouring remains among the most common cosmetic surgical procedures performed in the United States. Data from the American Society for Aesthetic Plastic Surgery indicates that liposuction is the most popular surgical procedure these days. Although liposuction is an effective therapeutic option for removing excess adipose tissue, it remains an invasive procedure and carries the inherent risks associated with surgery. In recent years, new modalities have been developed to address body contouring from a less-invasive perspective.

Cryolipolysis is one of the most recent forms of non-invasive fat reduction to emerge. Cryolipolysis have also been used to reduce subcutaneous fat through adipocyte apoptosis or necrosis via selective and noninvasive cooling energy to induce phagocytosis by macrophages.



BS The Body Plastic Surgery, Hong yoon gi
(+82) 51-818-9304 / www.thebodyps.co.kr
4~7F, 51 Seomyeon-ro, Busanjin-gu, Busan

Coolsculpting is one of the more popular brands of cryolipolysis. All cryolipolysis machines generally use

the same technique of cold plates with a suction applicator to cause cold injury to fat cells. It is an option for those who only want to use noninvasive techniques. It is not without discomfort, but most would generally say it is tolerable. The other devices that may produce equivalent results are machines that use other forms of energy to lyse fat cells such as radiofrequency, HIFU, lasers, etc.

Coolsculpting or fat-freeze (Cryolipolysis) treatment can reduce the number of fat cells in each treated area by up to 20-25%. First, Coolsculpting fat-reduction treatment is a form of body contouring treatment suitable for people with unwanted or stubborn fat in targeted areas. Secondly, It is also not meant for weight loss per se and is not a suitable therapy for obese individuals. Suitable candidates for fat-freeze treatment are those with noticeable bulges in certain areas that they wish to improve but want a non-surgical alternative to liposuction.



SPECIAL MEDICAL TOURISM DEAL FOR MILITARY COMMUNITY!

Get full-body preventive health checkup
and enjoy night at luxurious hotel!



Hotel
website

Hotel Accommodation

Oakwood Premier Incheon Hotel
1 Night, Meal (Choose One : Breakfast, Lunch, Dinner)

Basic Checkup for women / men

Counseling with medical doctor and run over 10+ health
screening tests, including blood test, urine test, ECG, ultrasound etc.

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010-5817-1005 • wellness@u-medi.com



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