



Korean cosmetic surgery trends, butt lift

JUNG YOUNG-CHOON, HERSHE PLASTIC SURGERY CEO, PLASTIC SURGEON



ecently, in cosmetic surgery, interest in lifting has been growing. Lifting mainly refers to a procedure in which sagging skin and tissue of the jawline or cheeks are lifted upwards and fixed. Such lifting procedures have been actively used in body shape recently, and the number of butt lift treat-

ments has increased rapidly.

In the field of buttock plastic surgery, which enlarges the size of the buttocks or pulls up sagging tissue, it is reported that about 25,000 buttock plastic surgeries were performed in 2019 in the United States alone, accounting for about 4% of all plastic surgeries.

In the past, plastic surgery in the buttock area was a standard method of inserting implants similar to the shape of the buttocks. Still, many patients complained about the pain or foreign body sensations after surgery



Before Hip-Up Lifting surgery

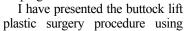
In recent years, it has been common to transplant excess fat from the thighs, abdomen, and the surrounding areas of the buttocks to the upper part of the buttocks, the uneven part on the sides, and the pelvic area, which lacks of volume. If there is a lack of fat, the fat can be replaced with fillers. In addition, if you combine thread lifting during buttock plastic surgery, you can form a more natural and elastic hip line, and you can expect a visual effect that makes your legs look longer while

exposing the thighs that were unclear with sagging buttocks.

Therefore, I explain to my patients that volume augmentation and lifting of sagging tissue during buttock shaping can achieve more natural and satisfying results.

The hip-up lifting method has not been used often because medical sutures need to support the weight of the tissue. Still, they have a large muscle mass and a more comprehensive range than the face, so they

cannot be sufficiently fixed after the procedure. The trunk or protrusion of the suture can be easily broken. In this case, the results of the system will not be maintained. In other words, the key is the strength and tissue fixation of the suture, and the medical Epiticon thread, which was recently developed with domestic technology, can firmly fix the collected tissue while maintaining the melting property that does not leave foreign substances in the body, so it is suitable for buttock shaping.



Epiticon thread at PRS KOREA, Jetema 2023 BESPOKE Symposium, International Journal 2021 Dermatologic Surgery, INTERCHARM Russia 2018, and Beyond Beauty ASEAN Bangkok 2019 Expo, and has been highly acclaimed in the medical field of cosmetic surgery.

Korean-style buttock lift, using the medical thread developed in Korea will be a helpful solution for people worldwide struggling with their body lines.



HERSHE Plastic Surgery tops in anti-aging field

HERSHE Plastic Surgery is a hospital specializing in anti-aging surgery and is composed of medical staff who specialize in each field of anti-aging surgery. All of the medical staff are skilled, experienced and certified plastic surgeons who strive for stable and natural results.

HERSHE Plastic Surgery is located in Cheongdam-dong, the center of Gangnam's beauty, fashion, and entertainment industries. The clinic has been visited by foreign customers from 51 countries, making HERSHE Plastic Surgery a recipient of the Korean Health Industry Award five times and the Minister of Health and Welfare Award. Moreover, the clinic also has received the Foreign Patient Service Provider in Gangnam Award twice and received the Contribution Award in the Medical Tourism Industry.

Aging not a symptom

HERSHE Plastic Surgery is a plastic surgery department specializing in anti-aging surgery, specializing in plastic surgeries to improve signs of aging, such as face lifting, body lifting to correct hip and chest physical appearance, extends to upper blepharoplasty, lower blepharoplasty, fat grafting, fat reposition, and other surgeries focused combining lifting procedures using a range of lifting devices to provide comprehensive solutions for the patients.

Aging is not just a symptom but a complex change that occurs in various parts of the face, appearing in the entire facial area, and it appears in similar but slightly different forms depending on the person. Based on extensive academic activities and continuous research on better methods, plastic surgeons who are experienced in the procedure focus on the client's condition and provide the most suitable surgery through a personalized anti-aging solution while presenting the natural results.

Foreigner friendly

For foreign customers who come to HERSHE Plastic Surgery, we have a department dedicated to dealing with foreigners who can provide professional medical interpretation; as for August 2023, English, Chinese, Japanese, Vietnamese, and Indonesian services are available as we plan to expand to more various languages gradually.

Customized services

1 month after surgery

HERSHE Plastic Surgery operates on a 100% advanced appointment system to increase the focus of each client. All medical staff consist of plastic surgeons who have proven themselves through a long career, and each medical team is in charge of consultation and surgery according to the surgical field they are responsible for. To provide better medical services, HERSHE Plastic Surgery provides customized medical services in where instead of a single medical professional overseeing all the surgeries of the patient, the medical staff of specialists in the field of surgery provides individual consultations and procedures according to the customer's specific condition.

Regarding the care environment

For the safety and convenience of our clients, consultations and medical treatments are conducted in a separate space, and the surgical area is established as a distinct and controlled zone with restricted access for authorized personnel only. All medical devices used in surgical procedures use only verified and safe equipment certified by FDA, K FDA, or CE, and all medicines adhere to the principle of authentic and appropriate usage, utilized in accordance with genuine sourcing and correct dosage principles. The first and foremost principle of HERSHE Plastic Surgery is patient safety, and through this management, there has not been a single medical accident since its opening in 1992.

Differentiated service

HERSHE Plastic Surgery aims to provide customers pursuing natural beauty and youth with a boutique-style personalized medical service by skilled and qualified specialists to experience more holistic medical care. HERSHE Plastic Surgery, which received the Gangnamgu Medical Tourism Service Award, operates a professionally trained foreign patient engagement teamto manage from pre-arrival preparations to post-departure follow-up, ensuring a comprehensive and organized approach throughout the entire journey.

Jung Young Choon, M.D.(Head Surgeon) Plastic Surgeon

YEONGDEUNGPO SMART MEDICAL SPECIAL ZONE <

We're in the zone when it comes to your health!

The Yeongdeungpo Smart Medical Special Zone

has seven general hospitals and specialized medical institutions for each department, such as cerebrovascular, joint, burn, and ophthalmology. We pro-

vide high-quality medical services with state-of-theart medical equipment and facilities, including reliable medical staff with international competence and reputation. Seoul boasts a beautiful view along the Han River, and Yeongdeungpo-gu is in the center. In Yeongdeungpo, which has Korea's representative attractions such as Han River cruises and yachts, 63 Square, and The Hyundai Seoul, you can enjoy an abundance of medical tourism with various things to see and eat.

Military Discount

Contact to U-Medi TEL:070-4639-0022, EMAIL: info@u-medi.com





HANGANG SACRED HEART HOSPITAL

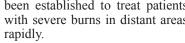
The only university hospital in Korea specializing in burns

HALLYM UNIVERSITY HANGANG SACRED HEART HOSPITAL

We operate a top-notch burn center with international competitiveness in burn treatment. To specialize and systematize burn treatment, the departments of burn surgery,

plastic surgery, rehabilitation medicine, and mental health medicine cooperate to provide multidisciplinary integrated treatment tailored to patients. In addition, the Fire Agency and the 119 Helicopter Transport System have

been established to treat patients with severe burns in distant areas



It operates the largest hyperbaric oxygen treatment center among specialized hospitals. It can treat up to 25 people simultaneously for effective burn treatment. Hyperbaric oxygen therapy is very effective in the recovery of burn and scar treatment of burn patients by inhaling high-purity oxygen and increasing the oxygen concentration in the body in a specially designed pressurized chamber.











The beauty of U&I Clinic

YOU&I

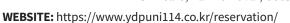
After 17 years of building trust in U&I Clinic, I empathize with beauty problems that cannot be solved alone and solve them together.

As a space for researching beauty, we provide 1:1 customized services so that everyone can be beautiful while using

their individual treatment.

In addition, we will move forward with the brand philosophy of authenticity and transparency to customers.

MEDICAL INSTITUTIONS: lifting, pigmentation, acne, botox, skincare, hair removal, obesity





MOBILE





Youth Councillor

YOUTH CLINIC

The Youth Clinic consists of two networks, Cheongdam Branch and Yeouido Branch.

All of them are single rooms with the belief that they will treat only 20 patients a day, and the subject of treat-

ment is dermatology, obesity clinic, plastic surgery. Also, the medical staff is comprised of fam-



ily medicine specialists and dermatologists, and membership and reservation systems are pursued to provide high-level medical services.







'Correct Medical Care'

YEOUI EMPATHY PLASTIC SURGERY

Located in the middle of Yeouido, it is the only hospital specializing in plastic surgery in Yeouido. With the motto of "Correct Medical Care, continuous research,

empathy for worries, satisfaction for everyone, and a happy hospital with a good feeling, Yeoui Empathy Plastic Surgery is a plastic surgery clinic with the belief that trust and safety are the top priority — 20 years of accident-free clinical experience. Based on plastic surgeons' expertise and skilled know-how, you can experience a 1:1 customized program from consultation to surgery and management.



'Skin is also designed'

DR. DESIGNER CLINIC



DR. DESIGNER

Dr. Designer Clinic is a place where you can find your beauty with high-quality and reasonably priced treatments.

Honest products based on various clinical experiences, we maximize natural beauty through natural but sure

changes. We will provide our customers with more benefits and greater satisfaction with high-quality services and

specialized medical care. MAJOR MEDICAL AREAS: skin, hair removal, fillers, botox, lifting, obesity, skincare







Burn and scar specialist

HANGANGSU HOSPITAL

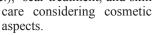
The hospital specializes in treating burns, lacerations, wounds, facial fractures, and scars.

It is a hospital specializing in treating burns, trauma, and



scars, mainly founded by plastic surgeons with 10-20 years of experience, and operates the Global Burn&Scar Center. We specialize in initial

treatment, treatment of sequelae such as skin contracture (reconstructive surgery, facial circular restoration, hand/arm/leg/foot function improvement, etc.), scar treatment, and skin





MAJOR MEDICAL AREAS:

burns, lacerations, wounds, facial fractures, various scars, skin benign tumors, keloids, special medical examinations











Better health now with U-Medi