

# THE MEGA BEAUTY TREATMENT BECAME A TREND IN SOUTH KOREA



change in appearance.

South Korea is known globally for its emphasis on beauty and physical perfection. A new trend called the "mega-beauty treatment" has gained popularity inside and outside the country. This trend, influenced by K-beauty culture and the increasing demand for minimally invasive aesthetic procedures, has quickly turned Seoul into a top destination for those seeking a drastic

change in appearance. Undergoing multiple treatments quickly has become popular due to the promise of quick results and the opportunity to combine tourism with aesthetic treatments. In a culture where beauty plays a significant role, this trend reflects the latest fashion and is changing the standards for looking flawless.

## The Rise of Aesthetic Treatments in Seoul

Seoul, the dynamic capital of South Korea, has long been a center for skin care and plastic surgery innovation. **However, there has been a growing interest in non-invasive or minimally invasive treatments among residents and international visitors in recent years.** The trend of "mega-treatments" has thrived in this environment, fueled by competition between clinics that has led to both innovation and improved accessibility.

Specialized clinics in Korea offer rapid transformation at a much lower cost than in the United States. For instance, a botox session for the forehead, jaw, and eyebrows, which can cost between \$500 and \$1,400 in New York, is priced at around \$70 in Seoul.

This significant price difference has prompted many foreigners to consider traveling to South Korea for these procedures. Clinics in Seoul have responded to this trend by offering personalized packages and exclusive services to attract this new type of tourist.

## What a "Mega-Treatment" Includes

A "mega-beauty treatment" can include various procedures, from facials and body treatments to hair and skin care services, such as botox, CO2 lasers to remove moles, collagen injections, Ultherapy (an ultrasound treatment to stimulate collagen production), and fat-dissolving treatments.

Although the procedures may seem overwhelming to those unfamiliar with them, they are designed to complement each other and deliver a complete transformation in a short time.

## Seoul's Attractiveness for Medical Tourism

The "mega-beauty treatment" reflects South Korea's obsession with aesthetics and is a response to the country's growing trend of medical tourism. In 2023, South Korea welcomed over 605,768 tourists who traveled there for cosmetic procedures, marking a 144.2% increase from the previous year. This growth has prompted the South Korean government to implement policies to attract even more medical tourists, with a target of 700,000 by 2027.

The growing demand for cosmetic treatments has increased the variety of services offered by clinics,

often at competitive prices. However, some procedures have raised safety and quality concerns. **Experts advise thorough research before undergoing any treatment, especially at "factory clinics,"** where procedures are performed in high volume without direct medical supervision.

Despite these challenges, the popularity of "mega-beauty treatments" continues to rise due to their accessibility and promise of quick results. For many, they represent a blend of tourism and transformation, indicating the ongoing evolution of beauty culture in South Korea and the establishment of new global standards.

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