# 2024 ps plastic surgery

BEAUTY & ANTI-AGING



INDEX Concept Goal trategy Story WHY Naming PLAN THE PS **PROGRAM** T&M key visual [PS-Paramount Satisfaction]

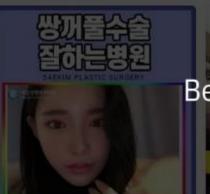
1 GOAL

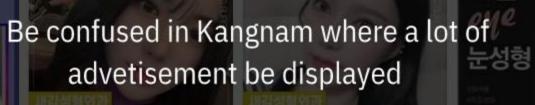
> WHY THE PS

> > ?

[PS-Paramount Satisfaction]



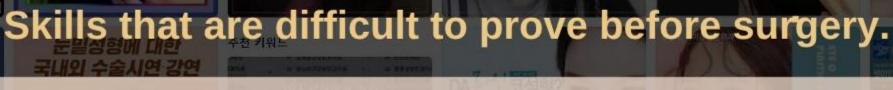






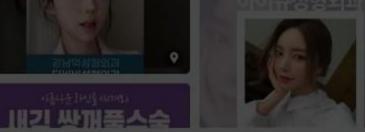






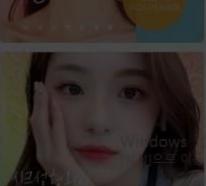
# Truly skilled doctors need to be verified.



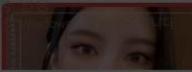




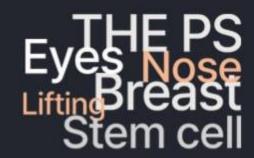








# PS is Trend Director, Board Certified



# Plastic Surgeon

PS Plastic Surgery is driven by the motto PS-Paramount Satisfaction.

Director Lee Seok-jun has dedicated 20 years to research in medical advancements to ensure the highest level of satisfaction,

which has positioned the clinic at the forefront of aesthetic plastic surgery trends in South Korea.

the clinic aims not only to focus on aesthetic surgery but also operates a collaborative system with specialists in various fields,

including aesthetic surgery, anti-aging, stem cell treatment,

and patented scalp and hair treatments.

This allows individuals aged 20 to 80 to experience the best professional medical services.

Lee Seokjun



People who want to receive surgery from a doctor with proven expertise and experience in a specializedd field who can help them find their own value amidst the overflowing events and promotions



"Customers who choose plastic surgery with limited information

# Finally, you will find a VETERAN DOCTOR with proven skills

"





# Regen's philosophy on healthy beauty

2004~

#### REGEN 리젠

To lead healthy beauty and contribute your happiness

Starting with a philosophy of healthy beauty with a mission to contribute to your happiness



#### No.1 in Asia Beyond external "Beauty"

~ 2020

### REGEN 리젠

#### To become the best Beauty Medical Group in Asia

In the "Beauty Medical Field", which is an external youth, it is one of the top 5 hospital in Korea and China, And in the Pan-Asian region, we are established a position as a recognized hospital



# Expanded and deeper skills to include internal "Health"

~ 2030

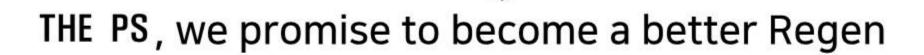
#### PS PLASTIC SUGERY

#### To become the Market Leader as Anti Aging Specialty Group in Asia

Not only focusing on external rejuvenation but also spreading the idea of rejuvenation health from the inside







Maintain the leading market position in Asia under the name Regen













Girl group A-girls





Gagman Kwon Jaegwan

Girl group T-ara Ori

Actor Ham Jaehu

Actress Kim Ja

with





CCTV, which is watched



The expertise of Gowoon World Plastic Surgery





### Expertise proven by a history of surgeries, Plastique surgeon Lee Seok Jun

Dr. Lee Seok Jun

Present Assemble Plastic Surgery head doctor Former REGEN Plastic Surgery head doctor

Seoul National University Medical College graduate
Plastic surgery intern and specialist at Seoul National University hospital
Seoul National University hospital plastic surgery clinical instruction
Seoul National University Bundang hospital plastic surgery professor

Regular member of The Korean Society of Plastic and Reconstructive Surgeons Regular member of The Korean Society for Aesthetic Plastic Surgery Regular member of The Korean Society of Plastic and Reconstructive Surgeons for facial contouring surgery

Director of The Korean Conference of Opening Plastic Surgery hospital Regular member of IPRAS

(International Confederation for Plastic, Reconstructive and Aesthetic Surgery Society)





#### PS PLASTIC SURGERY

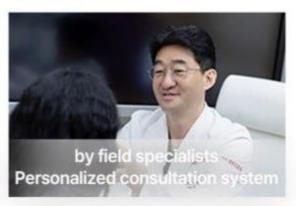
Leading the Trends in plastic surgery in South Korea PS Plastic Surgery

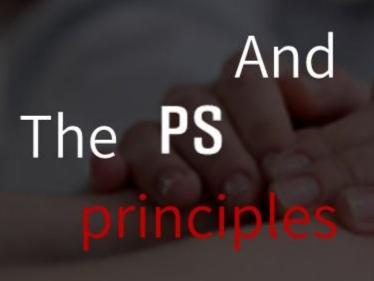
# PS Plastic Surgery All 0 in one Care system for 365 days satisfaction surgery











About plastic surgery, we gather all the best veterans from each field.

With the right balance of experts, we will deliver the best results. With a customercentered approach, we perform surgeries in the safest manner



# THE PS promise



[PS-Paramount Satisfaction]



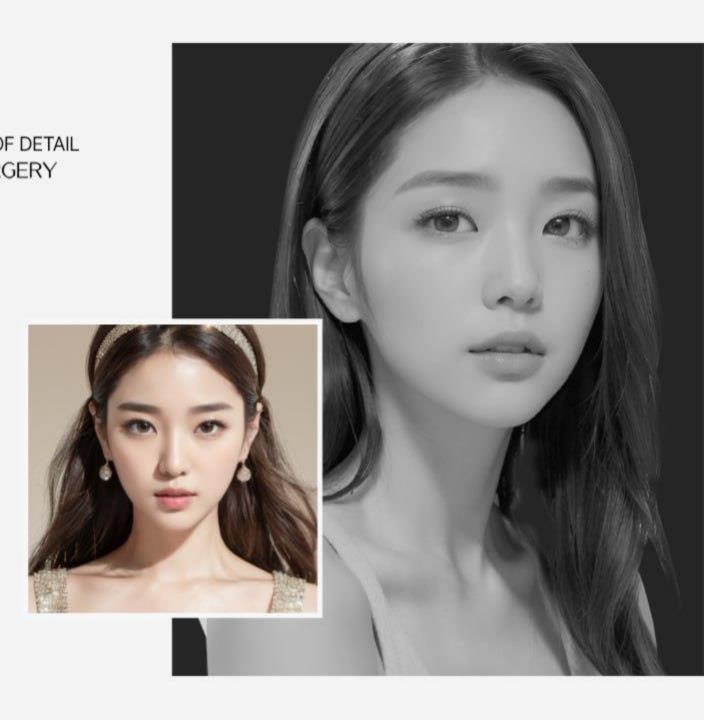
# 피에스성형외과의원

**PSPLASTICSURGERY** 

"To become the Market Leader as Beauty&Anti-Aging Specialty Group in Asia"

" 뷰티성형 & 항노화성형 전문 그룹으로서 아시아 시장에서의 마켓리더"

A DIFFERENT LEVEL OF DETAIL FACE & BODY SURGERY



# 2

Concept

# Art of Beauty

For you beautiful add beauty to

**PS Plastic Surgery** 





#### T&M\_image/ model



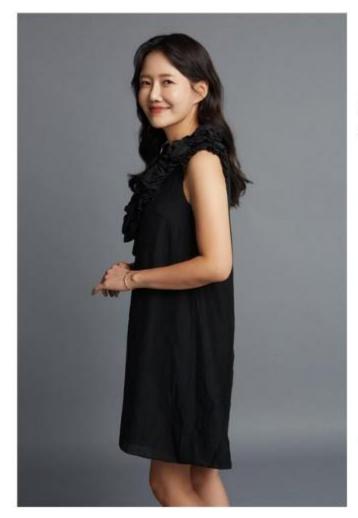


Key visual

Fresh and healthy Confident, imfact High class elegance Harmonious, elegant beauty



### **'2024** Anti-aging surgery Campaign



You have to be healthy from the inside not just your appearance

Anti-aging center's soul care philosophy







#### Core target of Anti-aging center



Higher class who interested in health, lifestyle and travel

Luxury consumers who spend aggressively based on their values

**3565 luxury consumers** who actually have **valuable spending** for their health and livestyle, travel not just follow trend



#### **'2024** Reoperation center\_ Campaign



# The second time is more beautiful than the first time

Look like taken one surgery



To the third reoperation Skill of the reoperation center approved



#### Reoperation center\_Core target



Trend leader who care a lots about beauty/fashion/plas tic surgery

Smart consumers with a rational consumption style

2035 women who are smart consumers, sensitive to trends, interested in beauty and fashion, travel and plastic surgery

# 3 Strategy



#### '2024 THE PS PLAN

'2024 THE PS PLAN management strategy

Focusing on anti-aging surgery centers and reoperation centers

Providing more specialized and expanded services from traditional plastic surgery

Anti aging surgery center

Facial lift/ Upper or lower blepharoplasty

Re-operation center

Nose/ Eyes / Facial bone contouring/ Breast/ Jaw



# THE PS SPECIAL SURGERY WITH JPDC

THE PS X JPDC

THE PS provides specialized services in anti-aging surgery & reoperation through representatiove surgery or minor procedure

1. 2. 3. Face lifting (Thread)

4. Stem cell growth factor (injection)



#### '2024 THE PS PROGRAM

#### Anti aging surgery center representative product

#### L-line Power Lifting (face lifting)

To improve wrinkles caused by aging, [The Regen] offer the most certain surgical solution.

- ① Dual plane SMAS lifting An incision-type facial lifting surgery method that separates the skin layer and SMAS layer and lifts them in a natural direction.
- ② Accu liposuction or micro fat injection Accu liposuction and L-line micro fat grafting are also used to improve changes in adipose tissue due to aging.
- ③ Upper and Lower Blepharoplasty Upper and lower eyelid surgery to improve sagging eyes

People who are very old and have sagging skin

People who are concerned about sagging cheeks after facial contouring surgery
For those who are looking for a definite and long-lasting improvement in sagging skin
Those who are dissatisfied with the effects of repeated non-incision lifting methods
People who are concerned that the incision-type facial countouring surgery is not effective

A clear improvement in overall facial sagging.

Maximizes the effect off improving sagging mid-face area, including nasolabial folds as well as cheek fat.

Provides natural facial expressions and minimizes discomfort caused by scars through treatment of the SMAS layer.

#### L-line Noble Lifting

A proposal to maintain a young and beautiful face through systematic and consistent management

- ① ADSC stem cell injection Injection therapy using stem cells collected frim the patient's own fat
- ② Trinity complex cosmetic injection Multi-growth factor (MGF), Rejuran, Baek ok injection, etc
- ③ L-line micro fat grafting Detailed fat grafting to areas needed for a quick return to daily life
- N-Finders Thread lifting 1:1 customized thread lifting surgety method that precisely considers the individual conditions.

People who are concerned about the burden of incision-type facial contouring surgery People who want to maintain and improve their youth apprearance through consistent People who want to maintain the lifted apprearance after incisional face lifting surgery

Achieve continuous improvement in aging through consistent management while minimizing sudden changes in appearance or disruption to social life.

Continuous anti-aging effect

Through consistent management from a young age, beauty is maintained into old ag



#### '2024 THE PS PROGRAM

#### Re-operation service representative products

#### J-line double eyelid surgery

Provide a plan for reoperation by analyzing the exact cause of surgical failure

Eyelid correction, front/back/lower epicanthoplasty, epicanthoplasty revision

- 1 Double eyelids with asymmetrical sides
- 2 Eyes with multiple layers of double eyelids, such as triple eyelid
- ③ When double eyelids are loose
- 4 Sleepy-looking eyes
- (5) The double eye-lids are too small or too high
- 6 When you have a sausage line
- When you have a lot of scars
- 8 Eyes with visible conjunctiva
- When you dont like your double eyelids
- 10 In case of excessive or unnatural teaming

Adhesion or satisfaction of scar tissue

The necessity of eyelid correction and the condition of skin laxity are carefully considered to complete the ideal line through a combined surgery.

Through analysis of the cause of failure, we perform safe reoperation considering not only the aesthetic aspect but also the functional aspect to complete a dynamic S-line

#### L-line surgery

Surgery to find the most natural angle by adjusting the ideal nose tip heighr ratio according to the individual

Nose tip reduction, crooked nose /hump nose/short nose/arrow-shaped surgery

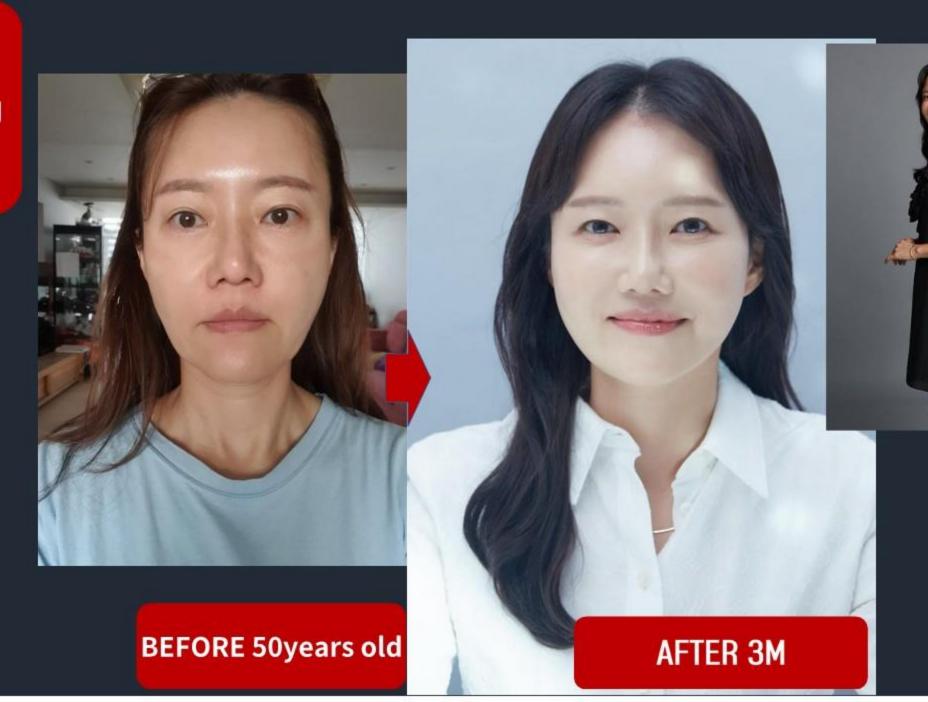
- (1) When the nostrils are large or wide at the bottom
- ② A crooked nose due to trauma
- ③ When the bridge of the nose is uneven
- 4 People with a short or small nose that gives them a stuffy impression
- (5) When the shape has been distorted due to previous surgery, etc.
- People who want to correct the natural half-line
- People who want to correct the shape of the arrow nose, hump nose, etc

Emphasize femininity with a nose line that falls in a half-moon shape Bring out the balance of the entire face

A sugery to raise a low nose can make your face look smaller and younger

By selecting the optimal implant for each individual to raise the nasal bridge and enhancing the cartilage at the tip of the nose, even the angle of the nostrils can be corrected

3. Face lifting (Thread)



'2024 **THE PS** PROGRAM

### Soul Care with Best Equipment

Waiting room in Antique-style





Lobby





'2024 THE PS Service

### From Counsel to Hospitalization

# One stop services

1:1 counseling room





Surgery center





'2024 THE PS Service

### $_{\text{From}}$ Counsel $_{\text{to}}$ Hospitalization

# One stop services

Private recovery room

















#### Mission & Vision

MISSION

To contribute to your happiness by leading healthy beauty

VISION

To become the best Beauty Medical Froup in Asia





# 피에스성형외과의원 PSPLASTICSURGERY

[PS-Paramount Satisfaction]

#### Speciality

### To provide high-level medical services, we have a branding specific to your surgery



#### Cooperative Center

- TwoJaw Surgery &
  Facial Contouring Center
- · Breast Surgery Center
- Eye & Nose Surgery Center
- · Anti Aging Center
- · Body Obesity Center
- 1:1 Anesthesia Center
- Dermatology
- Dentist
- · Ladies Clinic
- · MMC
- · Oversea Hospital & Office

#### Surgery Brands

- \* 360° TwoJaw Surgery Center
- One-Piece V-Line
- 360 °Tear Drop Breasts
- · SMAS Lift
- 365 Daily Anesthesia
- 360 ° Liposuction
- 360 ° Nose Surgery
- 360 ° Total Care
- REGENDAUM





#### Speciality

# Providing high-level medical services through collaboration across fields, regular conferences, reseach and development, etc





#### **Awards**

Won the Medical Korea Award for 5 consecutive years, rank 1st in the Consumer Satisfaction Index for 3 years, and receive the Honorable Doctor Award at the Korea Health and Medical Awards























### Spreading correct knowledge about plastic surgery & media requests

#### 외모뿐만 아니라 마음까지 건강해지는 성형수술

A DURYSON OF SIX NO NIK BUT DO HAR PA



눈성을 지푸리게 만드는 과도한 강함수술이 이닌, 사람의 인상을 사례가 현대한의 미압을 홍홍하게 만들어주고 있다.

최근 제어를 TV 프로그램 '현미인4-무 당물에 엄마' 단에 출연한 ( 통해 새로운 설등 참으다. 호시는 이탈 첫 중을 전혀에 화되를 다 다. 강신 궁중하던 마음가장은 일자 않고 살아가 사랑자운데게 된 인하는 선장되지 뜻했지만 TV의 가능성을 보고 관련경험과 오르 함께 반신에 성공할 수 있었다.

'첫대한 수회사 '고개 독한 남자'원에 출연한 함집한테도 최근 함의 만도 함위는 단층이 소개의 반함이 견다. 단비는 프랑리고 수확인 이 등속도 부장고함과 주작대를 갖게 된 게이스다. 는회에서 참가 다는 오해를 받아 아르바이트 자리를 알가조지 어려웠다.

이 모든 보고 수 분류 만든 하는 일본 동안은 도둑은 축으로 살으면 되는 안면을 다 수요로 달라고 있다. 그는 안 모든 보고 있다. 그는 안 되었다. 그

마음까지 건강하게 만드는 상황수술의 대표적인 사례라고 볼 수 있다. 5 불거지는 의료사고 소식으로 인해 환자들의 불안감이 귀집에 따라

[SBS CNBC] Plastic surgery which makes not only the appearance to become healthy but also liveliness in the heart 예뻐이 진짜 미인~'안민윤곽수술, 양악수술, 삼막수 송방법 달라야



기여기할 때, 이루구비안중 SS한 것이 얼굴한이다. 공은 이루구비 기도 얼굴한이 알려지면 전체적인 강성이 크게 달려진다. 이나 아니 게 예쁘다고 하다라도 작한 국격비난 강 달콤들은 갖고 있다면, 그 1 4. 무장교한 등 한국부의 기능적 이상이 가동적 입병을 중심하는 경

는 말장처형 기회에고 따라면 말중함을 가할 수 있다는 다양한 수 없는 물을 소리의 공연스럽게 하고 있다. 자신의 당해를 의사에게 정확히 무지장 역상 수술을 고집하는 것은 제합되다. 역을 들어 모대해가 1 경우, 당대배를 감재하는 수술을 진행할 수도 있지만 장도에 따려 및 눈쪽 에서 것이는 2개의에서 함 위에 발표를 소금 돼워주는 것이 됨 는데 때전한 공원들을 만든 방향을 수 있다.

우수들은 전체적으로 얼굴의 관형을 이루도록 파도하게 발달한 배를 부드롭게 하는 수술이다. 대개 발함한 글루, 비대장, 비청장적인 학호 최적인 문제를 해소하기 위해, 시험되고 있다. 반이레인 수술, 급대기 등에 있으며 보형됐을 물론을 처하우는 온라보는 등을 수술, 라긴 모두 기도록 가꾸는 온라 리브랑 수술 등 입장한 수술을 당한다.

옷은 얼굴하고 바다하였다더니 가능적으로 전하가 있을 때, 얼굴 박기 경험 박성으로 사용하는 또 있습수는 보다니는 양악수들이 동안된 되고 있는 이가 제한 동작이지 됐다니 약 기능이 참여했습니고 있는 경우 수술은 음식을 다는 기능과 약 운동이 화약은 달론이고 얼굴 외했다 기내는 수술인 만큼 수술 건설 후의 변화에 대한 때문과 경험한 전기

[News1] A truly beautiful women needs to have a beautiful faced shape... 'Facial contouring, Two jaw, Tri facial surgery', all different for each patient. 외모 뿐 아니라 마음까지 고쳐줄 수 있어야



보진 사회의 지나한 의료자성수에도 만한 성영실용은 비원을 받는다. 티지한, 때도는 200개 회장의 결성가 되기도 한다. 케이블 TV 프로그램 '전의인4-무 얼굴의 강화'편 전한 상태장서도 의한 같은 사회의

용시는 어떻 때 물을 전체에 화장은 발견용에도 불구하고 함당 '화장을 조지 않았다' 등장하는 대용기성으로 열었어 일어든 당한다. 스케터 사하지움이 현기를 받았다. 비 파안 전하려는 성공하여 못했다면, 대한성환화과 오줌은 당한데 하지 가능성을 보고 될 진행에 제한 상황 설계 한다.



현대 4세차 고개 4년 경우를 보려는 10분 10분 보다 보다가 되어 수는 4 전대 5세는 50분의 세상 업체에 여개한다 급기가 통해되는 때문에 되어 무렵 하나는 10 수관을 받는다고 했다.

하지만 그는 현리한 역에스 유명은 동안을 만나 되고 말라진 외부를 가지지 않고 때 공의 레스트를 취하려고 되어는 무료를 맞여주고 시작하들을 관중시켰다.

지원장목이라는 '얼마리도 되고 것 아니라 마음지지 건강적지도록 하는 용어를 상황 또 만들기 위해 느릿하였다는 악상'를 되었다.

오 원장은 '경찰 주속을 통해 단순히 되었던 배워는 것이 이나의 자신강 있는 집을 살

[Data News] Needs to treat not only the appearance but the heart

등 어렵다운 여성의 곡선, 자연스러운 가슴수! 목

**明显型 整理企業 物层对**符

해외선물.

선물옵션

#### [과, 혈병용 가옵션원으로 여성하(美) 선사

000대 환경함에 '귀를 되어보겠다가' 선당이기

용표 대성들의 숙持이지만, 이에 성당한다고 해서 1 평매가 영성되는 것은 아니다. 회의 급격한 다이어 -리안이 무너지고 불류이 사하철 경우, 여성의 이름 1보기 여러복을 수 있다.

\* 다이어입니 전과 제항 경의 이유로 가는 공품이 이 가겠다. 가슴보통을 통해 되었다면의 효과를 가를 함았다. 제어를 하게 했다면 참가하운은 통해 물 없는 물론 자산관까지 함께할 수 있게 되었다고 고객한다

(할 수 없었던 6가간 홍류적소를 당당히 지원하고, 자신을 사용할 수 있 있어다. 특히 가요양한의 경우 다음 수술에 비해 그 휴고가 우드려져 우네 건축 나타났다. 또 최근에는 가용수술에 문의 꾸당도 많이 중대용이 함호 선택할 수 있게 됐다.

91 ~4에 많이 되는 의한성한되고 군으는 영장은 되군 이성표에게 가장 1 로 '발명을 가장강한'과 한테스로 가장당한 물 끊는다. 권 당장에 따르다 네노 각도에서 됐도 가전근건은 분류장에 당하기가 있다고 바소한 모양하기 가 많다. 우속 본테도 가에 있다. 당소에는가 된다. 것도 아 수속에



1등성향은 자산의 명에서 불필요한 지방을 겸이내 지방역으를 관리한 뒤

[Herald Economics] Natural looking breast with a beautiful curve

#### 형외과, 2014 메디컬코리아성형외:

대선에서 수선 명에 만든 옛대한 감납성함의과



#### 現代の年間は2世 できませる内容を含まれる。

용한 의원의 마(美)를 가꾸기 위해 최근 당한 사람들이 역하고 있는 1번 아니라 삼쪽이 무수하고 경험이 정부한 의료진, 인원한 사술 시스 동지한 사건조사를 필요로 한다.

신문, 한국경체가, 한글닷컴 3개 전통시가 도전해지부, 식물의역품, 101 대답은 수술이 필요한 환자통해져 간의할 수 있는 목표기를 찾는 161지들이 국내 의료기관을 작은 물기하고 최고 기관을 건강하는 한 1 cm1

2014 메디탈크리아 대답 사업식에서는 참할 건강경험되고다 향통

 레즈(라함이라는 일사 DD MMH는 '레건 및속을 사는함')
 더 10 선도에 설치한 대한 제공사이를 취로, 안전성 강화를 받아 생물에 살려가 되는 아니다. DD MMH는 문제한 '영화'에 보이는 대한 생물을 보는 바 있다.
 프리아 전기에 대한 문제가 보면을 수 있다.
 프리아 전기에 대한 문제가 보면을 수 있다.

이번 관련성하였다 이익은 중앙한 '밥으로도 하고에 어느

[Korea Economic TV] Gangnam Regen Plastic Surgery, Grand Prize of Medical Korea 2014 Plastic Surgery Division



# Contribute to popularizing plastic surgery through the media, especially leading the spread of vision and know-how on anti-aging plastic surgery























# Contribute to popularizing plastic surgery through the media, especially leading the spread of vision and know-how on anti-aging plastic surgery

























#### STAR

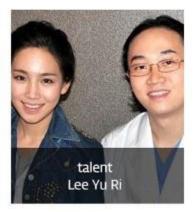
# Treating and consulting for many celebrities Established as a cornerstone of Korean Wave plastic surgery









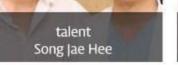














talent Kang Ji sub



































































Contributing to the globalization of K-plastic surgery through plastic surgery seminars and tours to the World Aesthetic Plastic Surgery Association in France, Vietnam, China, Kazakhstan, etc



French plastic surgeon, Jacques OHANA Regen's Plastic surgery observation



Vietnam plastic surgeon, Dr Long Trinh, Dr Thao Regen's Plastic surgery observation



Through the 81st World Congress of Aesthetic Plastic Surgery, Chinese medical staff had observation chance at Regen's Plastic surgery



Kazakhstan plastic surgeon, Koblandin Mukhtar Regen's Plastic surgery observation



Contributing to the globalization of K-plastic surgery through plastic surgery seminars and tours to the World Aesthetic Plastic Surgery Association in France, Vietnam, China, Kazakhstan, etc







Singapore Changi Airport DFS 2014





Hong Kong DFS Galleria 2015





### International Exhibitions

- USA
- Malaysia
- Mongolia
- Beijing
- Shanghai
- Guangzhou
- Taiwan
- Australia
- Kazakhstan
- Vietnam
- Indonesia
- Hong Kong



### Multi-languages homepage, A leading role in SNS marketing

#### International Webpages for patients abroad







#### Customized marketing within China

- 01/ On-line consultation is possible through QQ for Chinese customers
- 02/ Chinese blogger (Hospital blog, Doctor's blog etc.) management
- 03/ Advertisement spread through China with partners online for Regen's Doctors





Participated in the full season of Let Me In, the best makeover show in Korea





# Participated in the full season of Let Me In, the best makeover show in Korea Building global recognition with dramatic results



Surgeries conducted:

- Double jaw surgery
- Facial contouring surgery
- Nose surgery
- Eyes surgery
- Fat grafting



# Participated in the full season of Let Me In, the best makeover show in Korea Building global recognition with dramatic results





Life-changing surgery



Lee Hye-jin, participated season 3 now living a new life as coordinator of VIP



## Participated in the full season of Let Me In, the best makeover show in Korea





## Participated in the full season of Let Me In, Life changing resultt



Show off your dizzying Barbie doll looks!

Park So Jeong, the daughter who has to run to live

E.O.D