

2024

PS PLASTIC SURGERY

BEAUTY & ANTI-AGING



피에스성형외과의원

PS PLASTIC SURGERY

1

Goal

WHY
THE P S
?

[PS-Paramount Satisfaction]

2

Concept

Naming
T&M
key visual

3

Strategy

PLAN
PROGRAM

4

Story



1

GOAL

WHY
THE PS

?

[PS-Paramount Satisfaction]

Be confused in Kangnam where a lot of
advertisment be displayed

Skills that are difficult to prove before surgery.

Truly skilled doctors need to be verified.

PS is Trend
Director, Board Certified

THE PS
Eyes Nose
Lifting Breast
Stem cell

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 specialized 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**

“

THE PS History

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
MEDICAL GROUP

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



THE PS, we promise to become a better Regen

Maintain the leading market position in Asia
under the name **Regen**



talent
Hyang Shin Hyea



entertainer
Kim Sung Ju



Gagwoman Kim Jina



Singapore models



Actress Kum Hyomin



Girl group A-girls



Gagman Kwon Jaegwan



Girl group T-ara Qri



Actor Ham Jaehui



Actress Kim Jaein

with
The expertise of **Gwoon 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]



CEO and Head Medical Director,
Lee Seok Jun



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



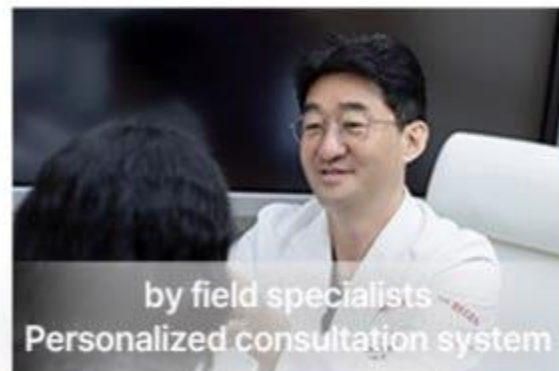
personalized
safe surgery system



Recovery management system
to help fast recovery



safe anesthesia system
with 1:1 anesthesia operation



by field specialists
Personalized consultation system



The PS And principles

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 customer-centered approach, we perform surgeries in the safest manner

THE PS promise

1

Safety is the
priorit

2

Real-name surgery
system

3

High quality
equipment

4

Hiring anesthesia
specialists

5

Giving the best result

[PS-Paramount Satisfaction]



피에스성형외과의원

PSPLASTICSURGERY

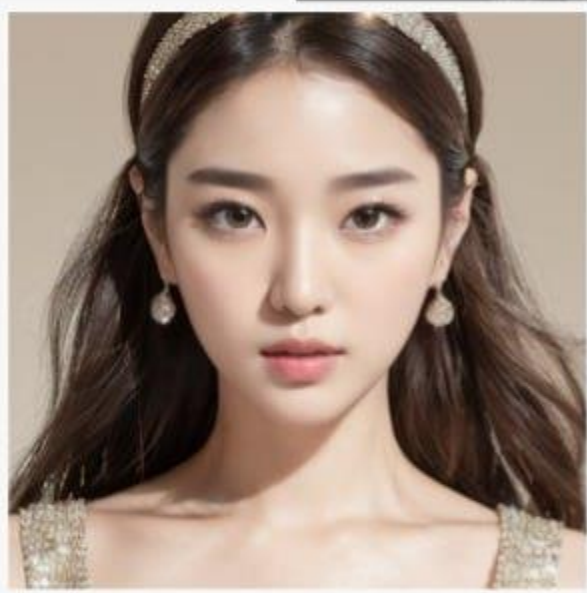
“ To become the Market Leader as Beauty&Anti-Aging Specialty Group in Asia”

“ 뷰티성형 & 항노화성형 전문 그룹으로서 아시아 시장에서의 마켓리더”



DETAILS

A DIFFERENT LEVEL OF DETAIL
FACE & BODY SURGERY



2

Concept

Art of Beauty

For you beautiful add beauty to

PS Plastic Surgery

Beauty Plus



T&M_image/ model



Key visual

Fresh and healthy
Confident, impact
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

Timeless,
True beauty



Core target of Anti-aging center

3565
woman

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 lifestyle, travel not just follow trend

'2024 Reoperation center_Campaign



**The second time is more beautiful
than the first time**

Look like taken one surgery

3

Re-operation

To the third reoperation

Skill of the reoperation center approved

Reoperation center_ Core target

2035
woman

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 representative surgery or minor procedure

1.
BOTOX

2.
Filler

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
- ④ 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 appearance through consistent

People who want to maintain the lifted appearance 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
- ⑦ When you have a lot of scars
- ⑧ Eyes with visible conjunctiva
- ⑨ When you don't 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 height 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
- ⑥ People who want to correct the natural half-line
- ⑦ 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 surgery 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)



BEFORE 50years old



AFTER 3M



'2024 THE PS PROGRAM

Soul Care with Best Equipment

Waiting room in Antique-style



Lobby



'2024 THE PS Service

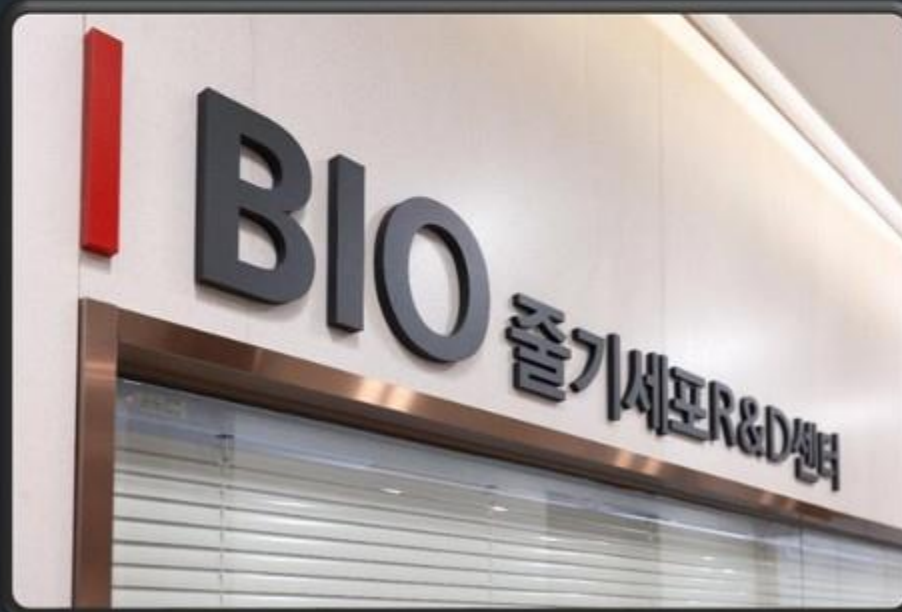
From Counsel to Hospitalization

One stop services

1:1 counseling room



Surgery center



'2024 THE PS Service

From Counsel to Hospitalization

One stop services

Private recovery room



4



Mission & Vision

MISSION

To contribute to your happiness by leading healthy beauty

VISION

To become the best Beauty Medical Froup in Asia



피에스성형외과의원
P S P L A S T I C S U R G E R Y

[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, research 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

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

Media

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



Media

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STAR

Treating and consulting for many celebrities

Established as a cornerstone of Korean Wave plastic surgery



Media



Gagwoman Kim Jina



Singapore models



Actress Kum Hyomin



Girl group A-girls



Actor Byoun Junseok



Gagman Hwang Hyeonhui



Singer Joo Jong Hyuk



Singer D-Alo



Gagman Kwon Jaegwan



Girl group T-ara Ori



Actor Ham Jaehui



Actress Kim Jaemin



Gagman Kwon Jaegwan



Actress Choei Yunyeong



Actor Yoon Ju Man



Gagman Kim Hyun Chul



Martial arts
Choi Hongman



basketball player
Han Gibeom



Anchor Park Sangjun



Band Dickpunks



Gagwoman Kim Jina



Actress Lee Taeran



Model Sun Woo Rim



Actor Byun Jun Seok



Actress Kim Sung Eun



Singer Soul cry



Singer Ki-Hyeun



Actor Lee Sangu



Hiphop group T.L.Crow



Girl group known sister



Rapper R.P



Girl group known sister

Global

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

Global

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




 Japanese "TV Tokyo"
 TV Tokyo, a Japanese famous
 broadcasting
 station



Interview with "Le Figaro" Le Figaro,
 one of the top ten 10 French
 newspapers
 




 Hong Kong HK-icable
 HK icable,
 Hong Kong's
 representing cable channel




 China's
 "CCTV documentary"
 CCTV, which is watched
 by more than eighty million viewers.



REGEN
MEDICAL GROUP



Singapore
Changi Airport DFS
2014



Hong Kong DFS Galleria
2015

Global



International Exhibitions

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

Global

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



Let 美人

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

Building global recognition with dramatic results



Let 美人

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

Let 美人

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- Surgeries conducted:
- Double jaw surgery
 - Facial contouring surgery
 - Nose surgery
 - Eyes surgery
 - ASO

Let 美人

Life-changing surgery



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

Let 美人

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



Let me (man)_ season 4, reborn with idol look!

The man who can't gain weight,
Yang Jeong-hyeon



Let 美人

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



E.O.D