



AESTHETIC PROCEDURES IN XXXXXXXXXX, XXXXXX, SOUTH KOREA, XXXXXX, XXXX AND XXX

[A Market Overview](#)

March 2008

N.B. This report was a six-country overview of the appearance medicine market. All identifying information has been removed in this sample, but the report provided sales data on the use of pharmaceuticals in aesthetic medicine, plus cultural trends on the popularity of appearance medicine in each country.

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About this Report

Pricing

All prices are in US dollars unless otherwise stated.

Sources Consulted

- Factiva
- Profound
- Dialog Global Reporter_1997-2008/Mar 22
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- Consumer Reports_1982-2008/Feb

Search Strategy and Keywords Used In Various Combinations

- XXXXXXXX
- XXXXXXXX
- XXXXXXXX
- XXXXXXXX
- XXXXXXXX
- Cosmetic rejuvenation
- Appearance medicine
- Aesthetic medicine
- Cosmetic surgery

Publication Dates

Unless of special merit, only information published from January 2007 to March 20 2008 has been included.

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South Korea

Executive Summary

- South Korea is one of the most image conscious societies in Asia, with good looks defining who you are, and who you aspire to be.
- Having plastic surgery is a rite of passage for many university-aged South Koreans, as they try to look their best for prospective employers.
- Having the right look has been attributed to powerful media images of celebrities, and driven by the fact that South Koreans have excellent plastic surgeons and medical facilities.
- Nearly two-thirds of women aged between XX and XX have had some form of cosmetic surgery. XXXXX percent of women aged 50 and over have also had treatment.
- Men are wanting to enhance their image too, by either having surgery to correct skin or nose imperfections, or by buying skin care products.
- Men are buying skin care products, with one credit card firm reporting a male spending increase of XXX percent in skin care shops.
- 'Female' clinics are booming, as obstetricians and dermatologists rebrand themselves, and bring other products and services such as weight loss and skin care into their clinics.
- Obagi Medical Products, a leading physician-dispensed skin care company, are marketing their products to South Korean physicians.
- The South Korean Government will roll out aesthetic procedure certification in 2008 to protect consumers.
- Medical tourism is about to take off in South Korea, as the country has an abundance of surgeons, and a health system that needs a financial XXX.
- The XXXXXXXX facial aesthetics market was worth approximately \$XX million in 2006, half of which was attributed to XXXXXXXX sales.
- Unit volumes of XXXXXXXX are projected to increase by XXX percent from 2005 to 2011, while unit volumes of XXXXXXXX will increase by XXX percent in the same period.
- South Korean physicians use higher doses of XXXXXXXX per procedure, and urge their patients to have frequent follow-up treatments. This creates product, physician and patient loyalty, resulting in healthy demand and revenues.
- The only challenge to the XXXXXXXX market will be the emergence of local suppliers, which may drive down unit prices.
- XXXXXXXX has a good safety profile, but growth may be limited by South Korean's demand for long term results.
- All XXXXXXXX facial aesthetics product segments will enjoy double digit CAGR growth to 2011, except XXX. This segment will decline, due to negative perceptions about formulations which have a bovine base.
- XXXXXXXX is the market leader for XXXXXXXX facial aesthetics in South Korea, but could lose market share before 20XX due to domestic XXXXXXXX supplier XXXX, and new competitors entering the market.