

Plastic surgery trends in south korea



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Plastic surgery is a special type of surgery involved both appearance and ability to function. Through plastic surgery patient's appearance will be greatly improved. In modern society, " Plastic surgery" become a very popular with people and one of the most famous " Plastic surgery" country is South Korea . This paper provides an insight into history and status quo of the Korean Society of Plastic surgery". Based on the finding of the research, the paper draws the conclusion that plastic surgery technology has a lot of change and development which makes plastic surgery become cheaper and safer. Furthermore, there are many new plastic surgery trends formed to meet the needs of the beauty of the Korean people.

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1. Introduction.

In modern society, when the average quality of life in South Korea is rising, people tend to spend more time and money taking care for their appearance. The development of plastic surgery has help a lot people to fulfill their hope to be beautiful. Therefore, it become very popular in South Korea since its appearance. Plastic surgery has long been big business in the US, but now the trend is sweeping across Asia and South Korea was one of the most affected countries from this trend. Thus, this paper with the purpose of giving more knowledge about the history of plastic surgery of the Korean society, South Korea is the world leader in plastic surgery and Plastic surgery trends in South Korea.

2. Discussion of findings.

2. 1: History of the Korean society of plastic surgery.

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It was around 1945 that there were no plastic surgery techniques available in Korea (Korean society of plastic and reconstructive surgeons). Doctors at the time had never heard the term “ plastic surgery”. Nonetheless, after independence, the entry of Western doctors into Korea had brought opportunity for Korean doctors to be able to access Western journals and different medicines such as sulfa drugs and penicillin. At that time, the term “ plastic surgery” was still not mentioned but there are still many documents written about Western doctors performing skin grafts on patients with facial and finger disfigurement and contracture due to severe and chronic necrosis of the skin, skin defects, and burns.

In 1950, the Korean War broke out, a lot of doctors from the US and UN were mobilized to cure injured patients, began active treatment of injured patients (Korean society of plastic and reconstructive surgeons). Among them, the US military doctors Dr. Millard and Dr. Stenstrom had arrived in Busan, they applied various plastic surgery techniques including reconstruction. However, they just concentrated only on their duties and did not intend to develop plastic surgery in Korea.

In the mid 1950's , the importance of plastic surgery was realized when Korean doctors who had learned advanced medicine abroad, including Europe and America , started to teach at colleges and universities in Korea (Korean society of plastic and reconstructive surgeons). Since then, the term “ Plastic surgery” began to be known and widespread in Korea.

In August 1961, Dr. Jaeduck Yoo- a professional in plastic surgery in the US , founded the plastic surgery department at Yonsei University Severance

Hospital , thereby initiating plastic surgery as a special field of medicine and training specialists in the field for the first time in Korea (Korean society of plastic and reconstructive surgeons)

Since 1964, lectures were given to students on plastic surgery in the college of medicine at Yonsei University and training was given to plastic surgery specialists (Korean society of plastic and reconstructive surgeons). However, such training remained within the scope of general surgery.

On May 15, 1966 , some 30 doctors from various fields of medicine, including general surgery, orthopedic surgery, ENT, and ophthalmology, who had an interest in plastic surgery established the Korean Society of Plastic Reconstructive Surgeons. Since then plastic surgery was invested and developed as a new field of medicine (Korean society of plastic and reconstructive surgeons).

2. 2: South Korea is one of the world leader in plastic surgery.

A decade ago, according to ARA n. d., Plastic surgery is something that only the rich can think about , but now, plastic surgery has become so common that an estimated 30 percent of Korean women aged 20 to 50 had surgical or nonsurgical cosmetic procedures last year, with many having more than one procedure . In an effort to improve their beauty, 20 per cent of women between the ages of 19 and 49 in Seoul, the country's capital city, admitted they had gone under the knife.

Three in every four Korean women aging from 20-30 have undergone plastic surgery and the double eyelid surgery is the most performed one on women

in this country. A quarter of Korean mother whose daughter is between the ages of 12 and 16 encourage their children to go to cosmetic surgery. Plus, there is the fact that more than a quarter of Korean graduate students are supposed to be fail in an interview because of their appearance; therefore, they have already undergone plastic surgery, in order to correct this ' error'. In fact, not only women but men are willing to go under the knife in the name of beauty.

Kang Jang-seok, who runs Man & Nature in Gangnam, southern Seoul, said he opened my practice in 2005 as a hair-transplant clinic, but soon decided to open a small plastic-surgery clinic next to it to accommodate growing demand from male patients who wanted bigger eyes and more pronounced noses. Two years ago, he moved the clinic into a four-story building fully dedicated to reshaping men

According to the latest statistics from the International Society of Aesthetic Plastic Surgeons n. d., South Korea ranked eighth globally in 2010 in terms of the total number of surgical cosmetic procedures performed . There is nothing wrong if they had undergone plastic surgery so 73% of women encourage men to cosmetic surgery to improve their appearance. The change in attitudes can also attribute to the trend in which TV actors and pop idols no longer hide their cosmetic treatments. There are many Korean stars had went under the knife to make their appearance become more perfect. A member of the boy-band Big Bang confessed that he underwent surgery following a traffic accident but had also contemplated having his face changed to look more likely one or two movie stars he admired. Plastic

surgery in Korea is becoming such a lucrative market that has apparently threatened some plastic surgeons in the United States.

2. 3: Plastic surgery trends in South Korea.

Less invasive facelifts

The trend has been to use different techniques. With hybrid Future Lift, the optimal features of older-generation short-incision “ mini” facelifts are fused with deep plane facelifts that gently lift underneath the muscle. So instead of a stretched look, you get a natural, rejuvenated look. Since the incision is smaller (about one quarter in length), it can be done through a telescope the same as open-heart surgery. Because the techniques are less invasive, the recovery time is 5-10 days instead of 4-6 weeks.

New ways to restore facial volume.

When we lose elasticity in our face, our cheekbone and jaw-line structure deflate, and the fabric of our skin starts to degrade. Doctors used to only focus on the sagging part. Hyaluronic Acid (Restylane and Juvederm) is a method focusing on adding volume to the face and reshape the face to have higher cheekbones, which is often associated with female beauty With fat grafting (also known as fat transfer) borrow fat from another part of the body, purify those fat tissues and transfer them back into the face. That’s a permanent result that adds volume back to the face. It minimizes the plastic look.

Silicone breast implants.

Over the past 25 years, because of advances in plastic surgical techniques, the esthetic quality of breast reconstruction has improved greatly. Before the early 1970s, breast reconstruction was a multistage procedure in which a distant random flap was transferred to the chest in a series of operations. The results were not always successful, nor were the reconstructed breasts consistently cosmetically pleasing (Nadine B. Semer, MD, 2001). Until 2006, the FDA re-approved silicone implants for cosmetic breast augmentation. They are safer and more durable, with thicker shells to prevent leakage. The inner silicone gel is more cohesive, so they don't ooze or spill if punctured. They often look and feel more natural than saline implants (which are just bags of salt water), with less rippling and better maintenance of shape. These re-approved silicone breast implants have been the gold standard for breast cancer reconstruction, and now cosmetic patients are benefiting from the improved implant as well. They come in hundreds of shapes and sizes, and can truly be customized to each patient's personal goals and anatomic characteristics.

Advanced body-contouring techniques.

The increase of patients undergoing Bariatric surgery (gastric bypass, LapBand) has created a whole new population of patients with loose, hanging skin. Many people have lost 100 pounds or more, but remained dissatisfied before the advent of comprehensive plastic surgical techniques for body contouring. Anesthesia, peri-operative testing and planning including nutrition and exercise have optimized these patients. Combined operations involving arm, abdomen, leg and face-lifts are possible. Improved

liposuction technology (ultrasonic, power-assisted, Vaser) may also be added for even better results

Lasers to resurface the skin.

When our skin tones are uneven, that's a sign of aging. Using Laser Treatment to target damaged skin by creating microscopic "wounds" to trigger collagen production, reverse the signs of aging and reduce hyper-pigmentation and age spots make people look naturally good.

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Conclusion.

From all the findings above, it is clear that several years ago, many people are afraid, embarrassed with cosmetic surgery and often try to hide but today plastic surgery is very normal thing for women and even men in Korea. Since the first time plastic surgery appears in Korea, plastic surgery technology has a lot of change and development which makes plastic surgery becoming cheaper and safer. Besides, there are many new plastic surgery trend formed to meet the needs of the beauty of the Korean people.

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