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**"SEOUL:  
A SYMPHONY  
OF FLAVORS,  
SIGHTS, AND  
SOUNDS."**



## SOUTH KOREA

famously known as the "**Land of the Morning Calm**," is a captivating destination that **effortlessly blends ancient tradition with modern-day technology**. From its fascinating historical landmarks, vibrant cities, to breathtaking natural landscapes, South Korea has something for everyone. Let's on a brief journey to explore the top destinations and experiences that South Korea has to offer.



# REASONS YOU NEED TO VISIT SEOUL ONCE IN YOUR LIFETIME



HISTORY & CULTURAL HERITAGE



MODERN ARCHITECTURES



TRADITIONAL MARKETS



FOUR SEASONS



PEOPLE & CULTURE



SLEEPLESS CITY

# REASONS YOU NEED TO VISIT SEOUL ONCE IN YOUR LIFETIME



K-POP & K-DRAMA CULTURE



K-BEAUTY & AESTHETICS



CAFÉ CULTURE



TRANSPORTATION EFFICIENCY

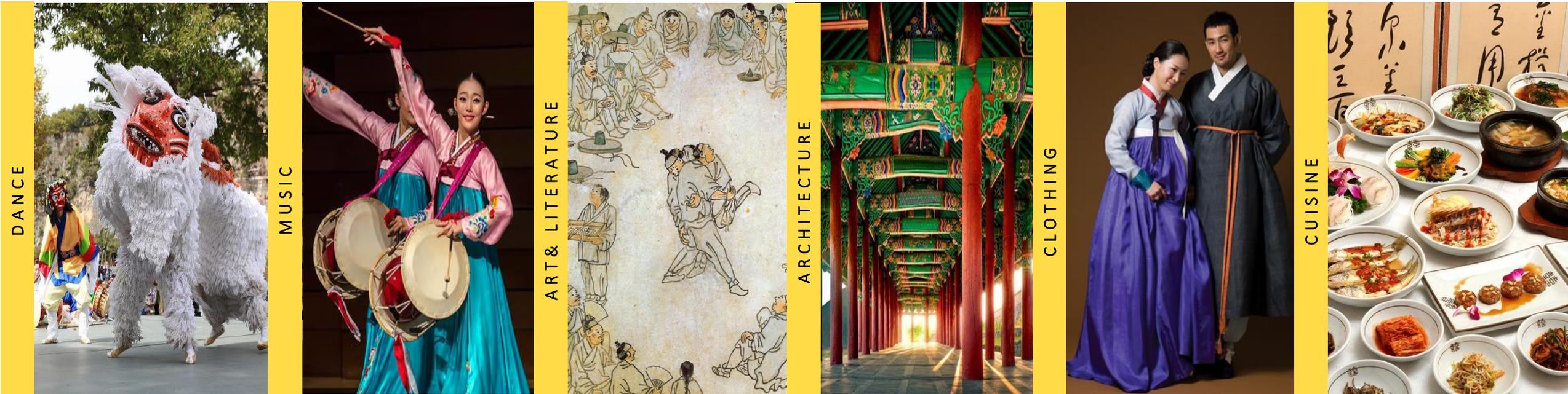


SUSTAINABLE WASTE MANAGEMENT



SHOP TILL YOU DROP

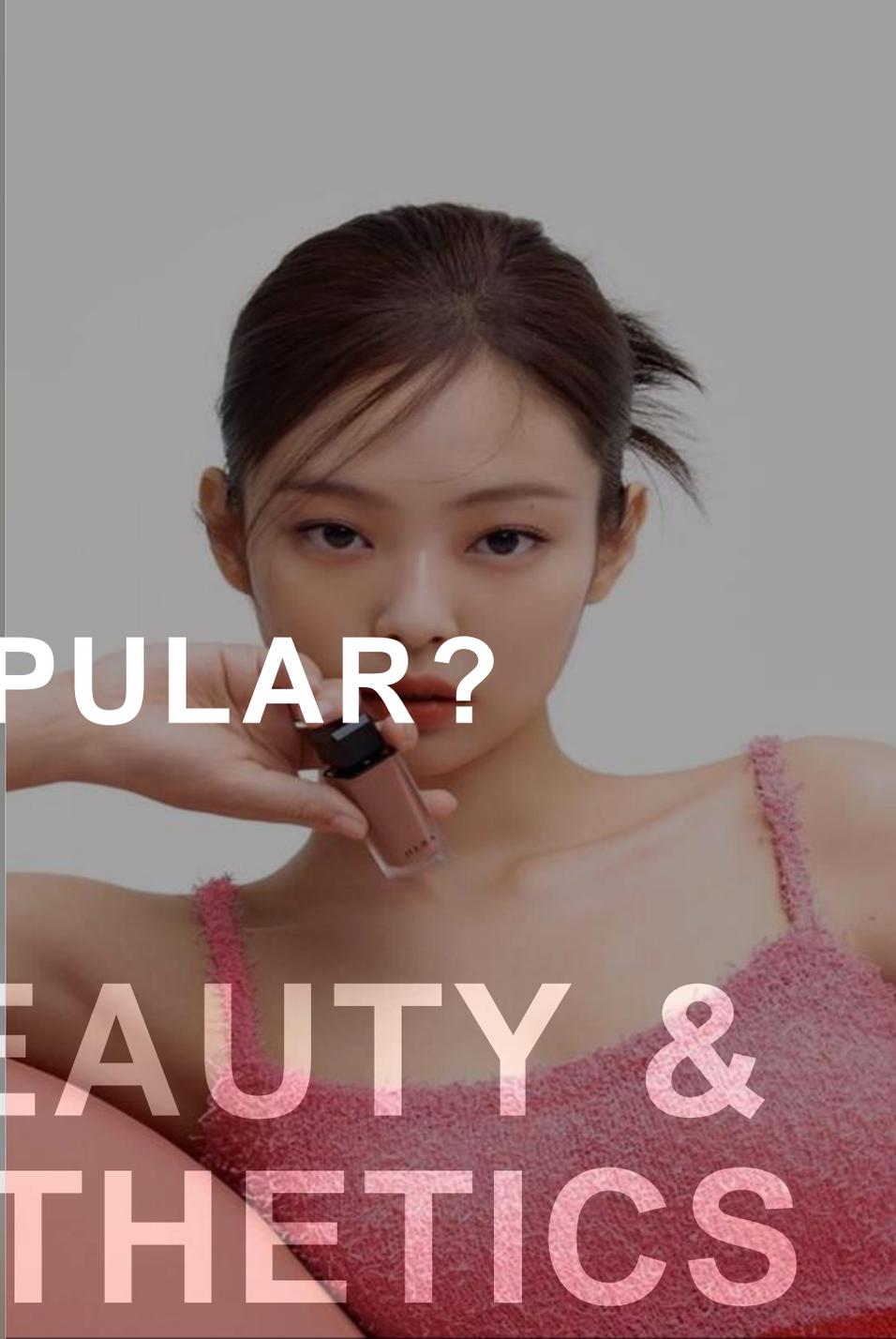
Korea's vibrant cultural legacy, comprising music, art, literature, dance, architecture, clothing, and cuisine, offers a delightful combination of tradition and modernity. South Korea preserves a wealth of priceless cultural heritage, the majority of which have been inscribed on UNESCO's World Heritage List to be protected for future generation.



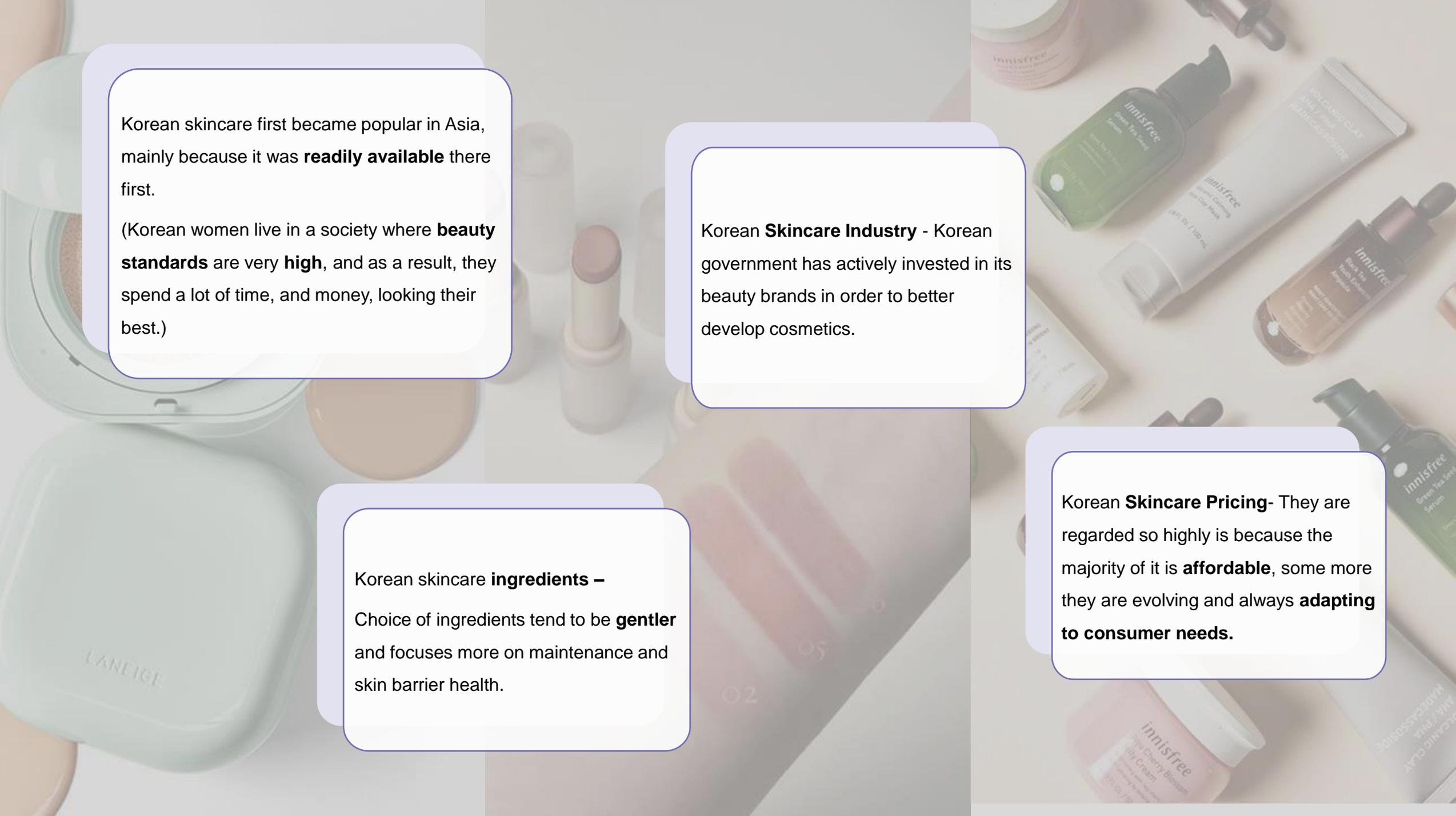
Korea's vibrant cultural legacy, comprising music, art, literature, dance, architecture, clothing, and cuisine, offers a delightful combination of tradition and modernity.

A close-up profile of a woman with long dark hair, her eyes closed, as she applies a white cream to her under-eye area. Her hands are resting under her chin.

**WHY IS IT SO POPULAR?**

A woman with dark hair pulled back, wearing a pink sequined top, holding a small clear cosmetic bottle with a black cap near her face.

**K-BEAUTY &  
AESTHETICS**



Korean skincare first became popular in Asia, mainly because it was **readily available** there first.

(Korean women live in a society where **beauty standards** are very **high**, and as a result, they spend a lot of time, and money, looking their best.)

Korean **Skincare Industry** - Korean government has actively invested in its beauty brands in order to better develop cosmetics.

Korean skincare **ingredients** –

Choice of ingredients tend to be **gentler** and focuses more on maintenance and skin barrier health.

Korean **Skincare Pricing**- They are regarded so highly is because the majority of it is **affordable**, some more they are evolving and always **adapting to consumer needs**.

**Plastic surgery / Cosmetic Surgery** is integrated into daily life in South Korea. There are a myriad of advertisements in subway stations, buses, and streets.

It is **no secret** that South Korea is the plastic surgery capital of the world and it's not surprising that there are hundreds of operations to modify one's appearance.

Fun Fact: Parents often **"gift"** their children some form of surgery after they finish their national college entrance exams or when they become **legal adults**.

**New and Popular Innovations-** like stem cell treatments, machine like Ultraformer 3 HIFU and Ulthera

#### Top Surgery Procedures-

- Rhinoplasty
- Double eyelid
- V-line jaw reduction
- EPICANTHOPLASTY (eye-widening surgery)
- Hair transplant
- Chin augmentation
- Teeth capping
- Forehead augmentation



### Genioplasty Suitable For Those



[ Improving Length, Shape,  
and Even Side Profile ]



# KOREAN SPA (JJIMJIBANG)

Traditional Korean bathhouse where people come to enjoy hot and cold pools, relaxing saunas, massage areas, and communal sleeping rooms.



A photograph of two young women sitting on a bed of white petals. They are wearing traditional Korean clothing (hanbok) consisting of a white top and a pink skirt, and orange headbands. The woman on the left is smiling and looking towards the camera, while the woman on the right is looking down at a smartphone. The background is a textured, light-colored wall.

It's a cultural institution and enjoyed by all Koreans, be it a **family excursion**, a **date night** for couples, a **pampering session** for friends, or a **social outing** for older people.

**Improves blood circulation, reduces stress, clears out your pores**, and even helps with **weight loss**.

**JIMJILBANGS** are an important part of most Koreans' weekly beauty rituals due to beneficial factors.

A place to **meditate, relax** and **unwind**.

**JIMJILBANGS** are an important part of most Koreans' weekly beauty rituals due to beneficial factors.

If you're visiting the K-pop capital, experiencing one of these unique spas is a must.

# LUXURY SPA IN SEOUL

Sulwhasoo's innovative approach to skincare incorporating Korean traditional medicine, an aesthetician's devotion to getting your skin back into the balance, and a mind-calming traditional ritual

Sulwhasoo

SulwhaDong

A shift towards emptying out the body

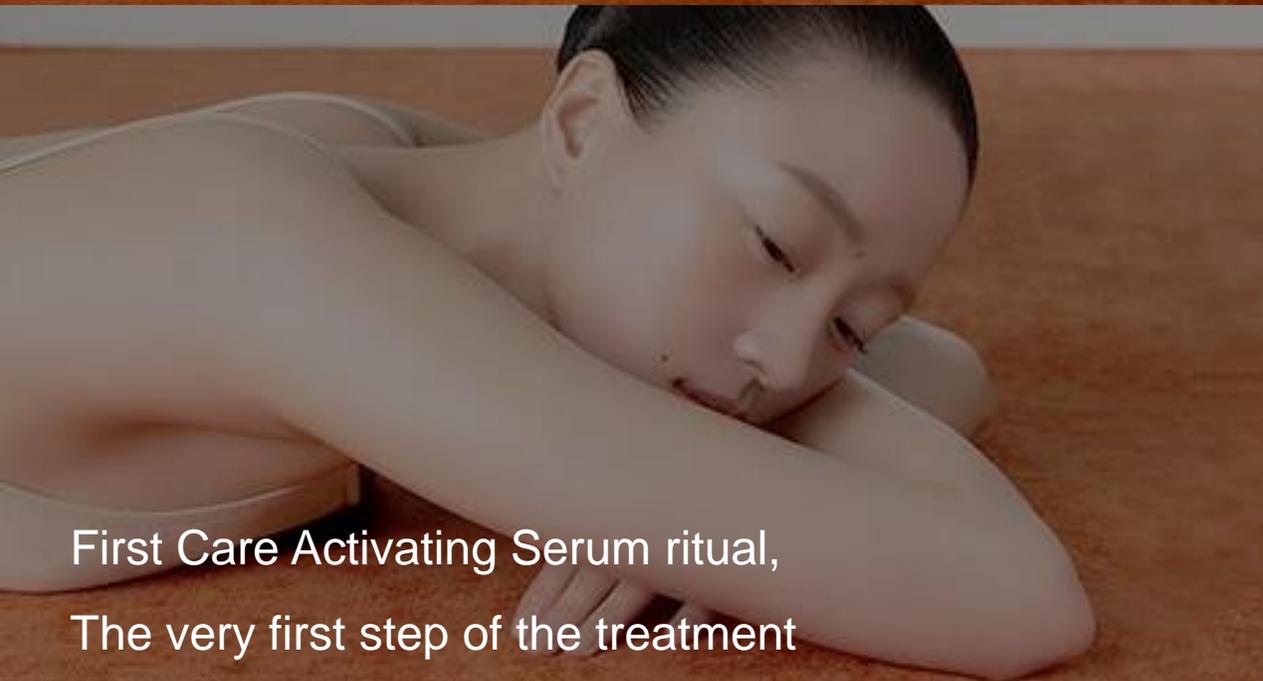


SulwhaJeong

The Purification of the mind

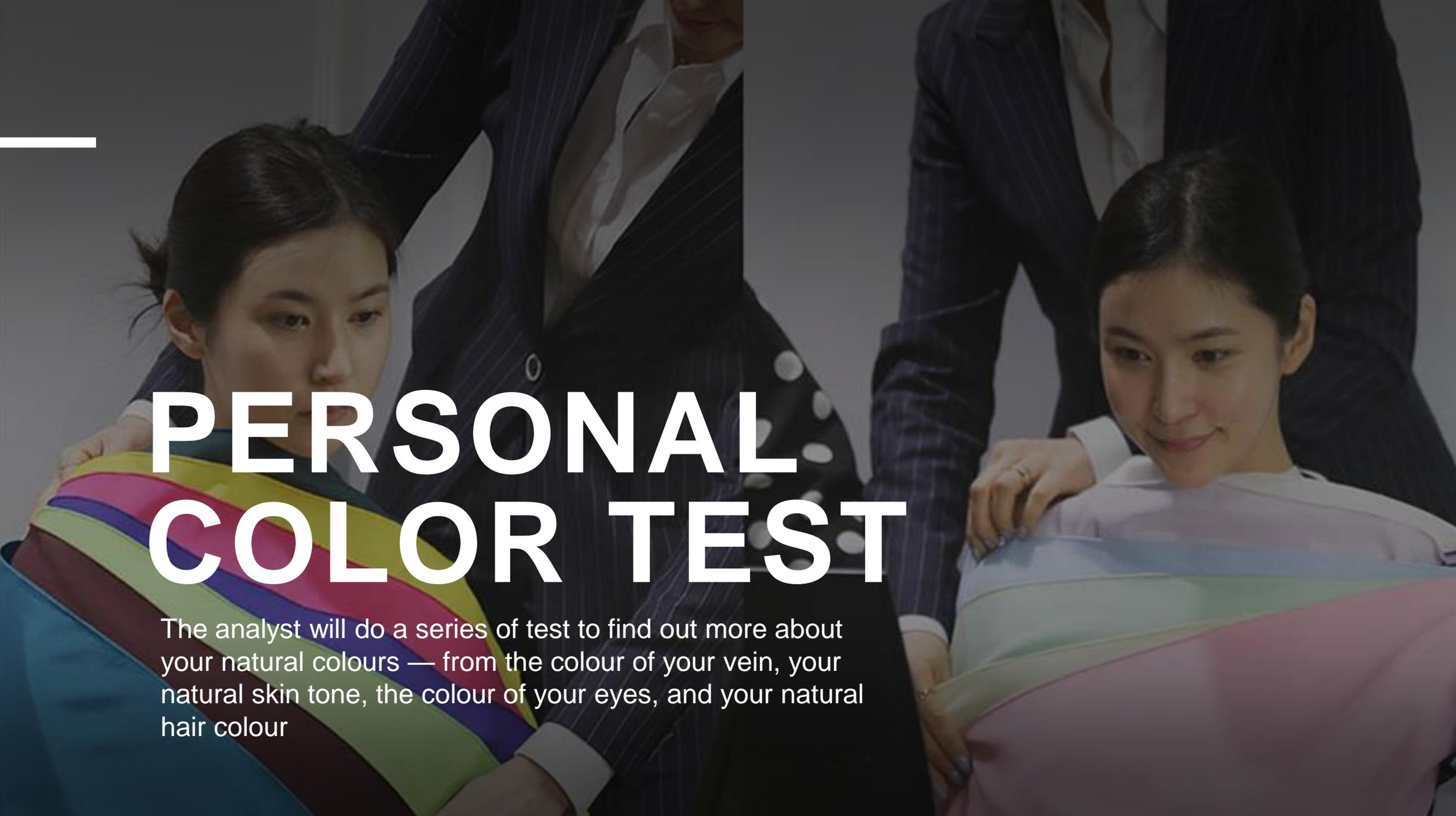


First Care Activating Serum ritual,  
The very first step of the treatment



Korean traditional precious stones and white porcelain  
massager for more effective treatment





# PERSONAL COLOR TEST

The analyst will do a series of test to find out more about your natural colours — from the colour of your vein, your natural skin tone, the colour of your eyes, and your natural hair colour

A unique service tailored to **identify colors that mesh seamlessly with your skin, hair and eyes.**

**Seasonal Analysis: Winter, Spring, Summer & Autumn.**

Each season has a set of colors that suit the best people categorized within it.

**Munsell System Analysis:** Doesn't categorized by seasons but by their **undertone ( warm/cool)** and the **depth (light/dark)** and **clarity (soft/clear)** of their coloring.

**Personalized Palette:** After the analysis, individuals are given a **personalized color palette** or **swatches** of their **best color**. They can be used as a **guide** in clothing, makeup, accessories shopping and Etc.



# FOODIE TOUR IN SEOUL

Seoul is one big **open-air restaurant**. Filled with hidden food alleys and known for its historic streets, dotted with traditional teahouses and art galleries. **You'll enjoy traditional street food and learn about Korean culture and history through your taste buds.**



불고기  
烤肉  
焼肉  
ulgogi  
Pork

스팸  
午餐肉  
スパム  
Spam  
Pork

치즈  
乳酪  
チーズ  
Cheese

오징어포  
凉拌鱿鱼干  
スルメ  
Squid

날치알  
飞鱼籽  
魚の卵  
Nabhal

맛살  
蟹肉棒  
マテガイ  
Crabsticks

볶음김  
炒泡菜  
炒めたキムチ  
Stir-fried kimchi

There are multiple food tours running in Seoul, each with their own theme and different location. From group **Korean night food market** tours to **alcohol tours**.

Multiple markets for you to wander around-

- **Gwangjang Market**
- **Namdaemun Market**
- **Myeongdong Street Food Alley**
- **Noryangjin Fisheries Wholesale Market**
- **Majang Meat Market**

**Cooking Class & Market Tour-** Experience the Korean cooking and food culture in Seoul and join an educational session for you or your group. An expert native **Korean chef** will assist you in learning **the culture, ingredients**, and how to prepare and create **authentic Korean dishes**.





**GWANGJANG MARKET**



**MYEONGDONG STREET**



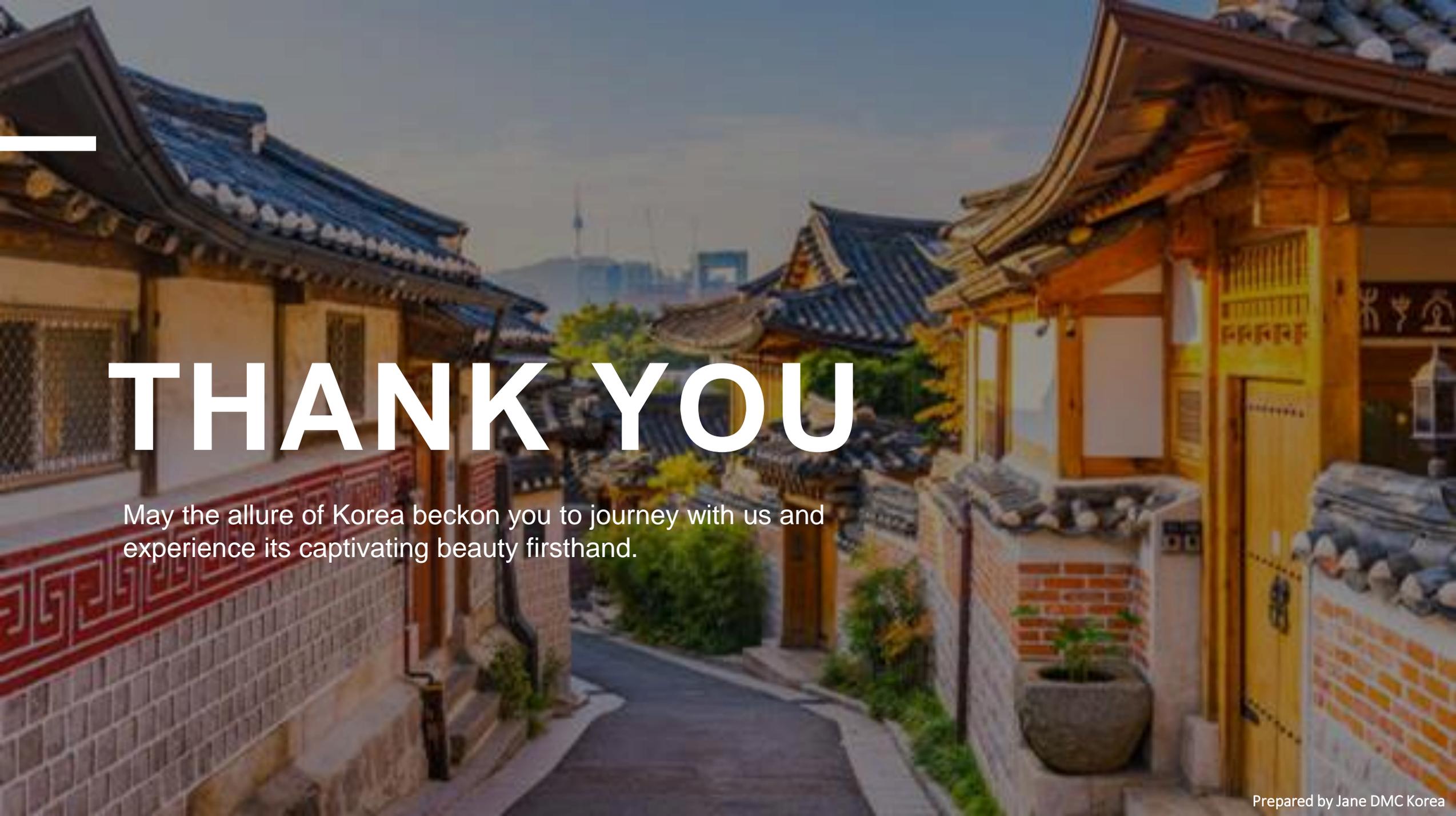
**NAMDAEMUN MARKET**



**MAJANG MEAT MARKET**



**NORYANGJIN FISHERIES WHOLESALE MARKET**



# THANK YOU

May the allure of Korea beckon you to journey with us and experience its captivating beauty firsthand.