Seoul’s plastic surgery craze lures Malaysians

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PETALING JAYA: The Korean cosmetic surgery craze, which is credited with sculpting a generation of good looking K-pop artistes, has swept over many Asian countries, including Malaysia. According to a report in China Press today, although Chinese nationals make up the bulk of foreigners flocking to South Korea for plastic surgery, more and more Malaysians are going under the knife or needle in Seoul, forking out tens of thousands of ringgit without batting an eyelid, for a prettier face, slender body or even to reshape their private parts in the quest for a better sex life.

It is understood that some more established plastic surgery hospitals or clinics attend to an average of 15 to 20 Malaysians a month and more during April, when the Cherry Blossom Festival is held; and in December around Christmas, when many take advantage of the sightseeing trips to also enhance their features.

According to the daily, which dispatched a reporter to Apgujeong Street in Seoul’s famed plastic surgery district for first-hand knowledge of South Korea’s aesthetic surgery industry, while the more conservative Malaysians make quiet sojourns alone to one of the hundreds of cosmetic surgery centres, others who are more open about their intentions would join one of the many “cosmetic surgery tours” to the capital city.

Those taking part in such cosmetic surgery tours are said to be pampered like VIPs.

Most of them spend between RM15,000 and RM30,000 to improve the shape and contour of their facial features such as the nose and eyes.

Medical Tour Korea told the daily that the company brings an average of three to five Malaysians a month to Seoul for facelifts and other aesthetic surgical procedures.

The company said it is working with 10 renowned plastic surgery hospitals and make arrangements for clients based on their preferences and needs.

"They specialise in different surgical procedures. Some offer breast enhancement or liposuction, while others handle facelifts."

Thanks to the country’s booming music industry, South Korea is rapidly becoming the “home of plastic surgery” and people there have the most cosmetic procedures per head of population.

According to global figures released last year by the International Society of Aesthetic Plastic Surgeons, one in 77 people in South Korea go for such procedures to improve their looks.

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