

◆6N7D K-BEAUTY TOUR◆

DAY 1	<p><u>INCHEON ARRIVAL/SEOUL</u></p> <ul style="list-style-type: none"> • Arrival to Incheon Airport/ Meet and greet by our representative / Transfer to Seoul by private coach • Check in hotel, free time
DAY 2	<p><u>SEOUL (hotel breakfast)</u></p> <ul style="list-style-type: none"> • Seoul City Highlight tour in historical center. • Visit to K-Style Hub, Inbody test experience <p>The K-Style Hub is an extremely useful attraction that is unknown to many tourists! This one stop complex has information to meet all tourists' needs, from a tourist information center to various experience zones and exhibition halls! The hub is spread out over four levels, with the Tourist Information Center found on the second floor, Korean Culinary Culture Exhibition Hall and Korean Cuisine Culture Center on the third and fourth floors respectively, and the Regional Tourism Experience Hall on the fifth floor. There are countless activities at the K-Style Hub, including the Medical Tourism Information Center. The programs range from tests that find the most suitable medicinal tea for you, to a facial analysis and overall body check-up and even an assessment of your stress level. These programs are open to all with no reservations required. Take this chance to learn more about your body and health!</p> <p>Gwanghwamun Square stretches out from Gwanghwamun Gate, once the main gate of Gyeongbokgung Palace, to Sejongno Sageori Intersection. Gwanghwamun Square is divided into six sections. At its center stands a statue of King Sejong the Great, the fourth and most respected king of the Joseon Dynasty and creator of Hangeul, Korea's alphabet; and a statue of Admiral Yi Sunshin, a naval commander noted for his victories against the Japanese navy during the Japanese invasions of Korea (1592-1598) and a hero among Koreans. Other attractions include the popular 12.23 Fountain, a sculpture of Haechi (the symbol of Seoul), a flower carpet, and Yeoksamulgil (or the "Waterway of History") on either side of the square.</p> <p>Gyeongbokgung Palace—built in 1395, Gyeongbokgung Palace is also commonly referred to as the Northern Palace because its location is furthest north when compared to the neighboring palaces of Changdeokgung (Eastern Palace) and Gyeonghuigung (Western Palace) Palace. Gyeongbokgung Palace is arguably the most beautiful, and remains the largest of all five palaces.</p> <p>The premises were once destroyed by fire during the Imjin War (Japanese Invasions, 1592-1598). However, all of the palace buildings were later restored under the leadership of Heungseondaewongun during the reign of King Gojong (1852-1919).</p> <p>OPTIONAL: Traditional costume experience—wearing hanbok in the palace. From 20\$/pax</p> <p>Insadong Antique Alley is "well known as a traditional street to both locals and foreigners" and represents the "culture of the past and the present". It contains a mixture of historical and modern atmosphere and is a "unique area of Seoul that truly represents the cultural history of the nation." The area is well known for sightseeing, with approximately 100,000 visitors on Sundays reported in 2000. Insadong is also a visiting spot for foreign dignitaries such as Queen Elizabeth II and the princes of Spain and the Netherlands. It contains 40 percent of the nation's antique shops and art galleries as well as 90 percent of the traditional stationery shops.</p> <p>Jogyesa Temple is the center of Korean Buddhism. The temple was built in the late 14th century during the Goryeo period and was once turned into ashes due to fire and was rebuilt under the name of Gackhwangsa Temple in 1910 with the effort of many respectful monks, namely Han Yong-un and Lee Hee-gwang. The temple was given a role as the head temple of Korea's Buddhism and renamed to Tegosa Temple in 1936. In 1954, a purification drive took place to eliminate Japanese influence and revive traditional Buddhism, which established the present day Jogyesa Temple as a result.</p> <p>Cheonggyecheon Stream is an 11 km long modern stream that runs through downtown Seoul. Created as part of an urban renewal project, Cheonggyecheon is a restoration of the stream that was once there before during the Joseon Dynasty (1392-1910). The stream was covered with an elevated highway after the Korean War (1950-1953), as part of the country's post-war economic development. Then in 2003, the elevated highway was removed to restore the stream to its present form today. The stream starts from Cheonggye Plaza, a popular cultural arts venue, and passes under a total of 22 bridges before flowing into the Hangang (River), with many attractions along its length.</p> <ul style="list-style-type: none"> • Free time



Sunshin, a naval commander noted for his victories against the Japanese navy during the Japanese invasions of Korea (1592-1598) and a hero among Koreans. Other attractions include the popular 12.23 Fountain, a sculpture of Haechi (the symbol of Seoul), a flower carpet, and Yeoksamulgil (or the "Waterway of History") on either side of the square.

Gyeongbokgung Palace—built in 1395, Gyeongbokgung Palace is also commonly referred to as the Northern Palace because its location is furthest north when compared to the neighboring palaces of Changdeokgung (Eastern Palace) and Gyeonghuigung (Western Palace) Palace. Gyeongbokgung Palace is arguably the most beautiful, and remains the largest of all five palaces.



The premises were once destroyed by fire during the Imjin War (Japanese Invasions, 1592-1598). However, all of the palace buildings were later restored under the leadership of Heungseondaewongun during the reign of King Gojong (1852-1919).

OPTIONAL: Traditional costume experience—wearing hanbok in the palace. From 20\$/pax

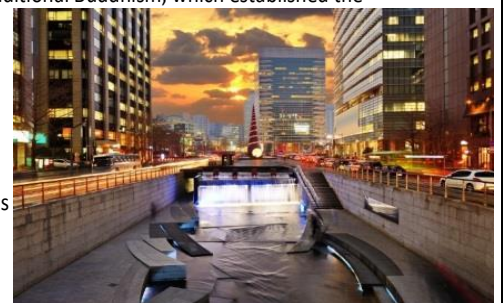
Insadong Antique Alley is "well known as a traditional street to both locals and foreigners" and represents the "culture of the past and the present". It contains a mixture of historical and modern atmosphere and is a "unique area of Seoul that truly represents the cultural history of the nation." The area is well known for sightseeing, with approximately 100,000 visitors on Sundays reported in 2000. Insadong is also a visiting spot for foreign dignitaries such as Queen Elizabeth II and the princes of Spain and the Netherlands. It contains 40 percent of the nation's antique shops and art galleries as well as 90 percent of the traditional stationery shops.



Jogyesa Temple is the center of Korean Buddhism. The temple was built in the late 14th century during the Goryeo period and was once turned into ashes due to fire and was rebuilt under the name of Gackhwangsa Temple in 1910 with the effort of many respectful monks, namely Han Yong-un and Lee Hee-gwang. The temple was given a role as the head temple of Korea's Buddhism and renamed to Tegosa Temple in 1936. In 1954, a purification drive took place to eliminate Japanese influence and revive traditional Buddhism, which established the present day Jogyesa Temple as a result.



Cheonggyecheon Stream is an 11 km long modern stream that runs through downtown Seoul. Created as part of an urban renewal project, Cheonggyecheon is a restoration of the stream that was once there before during the Joseon Dynasty (1392-1910). The stream was covered with an elevated highway after the Korean War (1950-1953), as part of the country's post-war economic development. Then in 2003, the elevated highway was removed to restore the stream to its present form today. The stream starts from Cheonggye Plaza, a popular cultural arts venue, and passes under a total of 22 bridges before flowing into the Hangang (River), with many attractions along its length.



SEOUL (hotel breakfast)

- Visit to:

SULWHASOO FLAGSHIP STORE

The Sulwhasoo Flagship Store, located in front of Dosan Park opened on 30 March 2016. It is set in the trendy and luxurious shopping district of Cheongdamdong and Apgujeongdong. The remarkable six-storey (including basement) building is designed by internationally renowned architect duo Neri & Hu. It showcases the brand heritage and offers Sulwhasoo products, spa services and flagship-exclusives. Sulwhasoo Spa is the largest spa facility operated by a beauty brand in Korea. The golden structure that illuminates the inside and outside of the building and the interior which creates a different tone on every floor harmonize with each space, establishing a luxurious and sophisticated atmosphere. To learn more about Sulwhasoo Spa and the brand, the docent tour is recommended. The 40-minute tour must be booked beforehand and allows visitors to experience the boutique, the spas and the culture lounge of the Sulwhasoo Flagship Store with all five senses.

SINSA-DONG GAROSUGIL ROAD

The ginkgo tree-lined street, Sinsa-dong Garosu-gil, that runs from Sinsa Station (Subway Line 3) to Hyeondae High School is a popular, upscale street in Seoul. The street (also known as 'artists' street') has an eccentric flair thanks to its variety of charmingly decorated coffee shops, and designer stores. Garosu-gil is particularly popular in autumn when the golden ginkgo leaves begin to fall.

DR JART+ FLAGSHIP STORE

With its Gangnam-district flagship store 'Filter Space Seoul', beauty company Dr. Jart+ takes the cleansing power of its beauty products to thematic extremes. A store-meets-installation experience, the space is crafted inside and out to look like an enormous filtration device, evoking an aesthetic of purification and cleansing that ties into the brand's ethos. Betwin Space Design's HVAC-inspired space for Dr. Jart+ perfectly encompasses the brand's cleansing ethos. Visitors enter through an airlock, sip on water distilled from elaborate purification device, and receive 'prescriptions' based on their skin condition, health and overall mood. Products are displayed on stainless steel benches, while brand signage is etched into mesh steel walls or displayed on screens mounted in industrial chambers. Flawlessly themed in a way that perfectly encompasses the brand's ethos, it's certainly a breath of fresh air.

- Free consultation at **Dermatology or Plastic Surgery Clinics**

- Transfer to **Dongdaemun Design Plaza**. Shopping at **Dongdaemun market**.

Dongdaemun Design Plaza (DDP) is the newest and most iconic landmark of the Korean design industry. Located at the center of the Dongdaemun area, the DDP will serve as a key venue for design-related shows and conferences, exhibitions, and other events and gatherings. Designed by world renowned architect, Zaha Hadid, DDP is the world's largest atypical architecture. The DDP is comprised of five halls: Art Hall, Museum, Design Lab, Design Market, and Dongdaemun History and Culture Park. The Art Hall is the primary launch pad for the Korean creative industry.

- Free time



DAY 3

SEOUL (hotel breakfast)

- Visit to:

EWHA WOMANS UNIVERSITY FASHION STREET

The area around Ewha Womans University, Korea's famous women's university, is commonly called Ewha Womans University Fashion Street. This district features a number of stalls lining the streets selling fashion items, such as clothing, shoes and accessories, for young women. It offers a distinctive shopping experience, with all the fun of a "shop-crawl" from stall to stall and store to store along the narrow alleyways. Another specialty of the fashion street that cannot be missed is the alterations services, where tailors have taken alterations to a new level of design

expertise. The fashion street is also famous for its concentration of hair salons, meaning people can find a whole new look from head to foot.

ESPOIR FLAGSHIP STORE

eSporis is a professional brand, which is a subsidiary company of Amore Pacific Corp. The eSporis flagship store is the largest of all eSporis stores in Korea, which has an underground floor and two main ground floors. You can experience eSporis' cosmetics through its varieties of makeup products, which are composed of a variety of colors on the store's first floor. The second floor is

a makeup studio for makeup servicing by professional makeup stylists. It also functions as a place for beauty classes. The underground floor is for providing other cosmetic services, like hair waxing, such as eyebrow waxing. The center is called, Eyebrow Bar. This flagship store runs makeup classes targeting foreign tourists to teach them about k wave makeup styles.



- Transfer to shopping center **Myeongdong**.

Myeongdong is Seoul's shopping mecca and is a must-see for tourists, but it is not just a shopping destination; Myeongdong is also a hub of commerce, banking and culture with a daytime population of 1.5-2 million. For shoppers there is a mixture of street stalls and retail outlets selling everything from high fashion to casual attire, as well as many Korean cosmetics stores offering high-quality products at competitive prices.

- Visit to **INNISFREE FLAGSHIP STORE**



DAY 4

		<p>Innisfree was South Korea's first all-natural beauty brand when it launched back in 2004 and its eco-friendly ethos has been central to its image ever since. All of the ingredients in its products are sourced from the idyllic Korean island of Jeju and its rich storytelling around this has caught the attention of the GDR innovation research team many times over the years. The brand opened its flagship store in Myeongdong in 2010, but more recently it has added what it calls a Green Café to its second and third floor to further amplify its brand mission. The Green Café concept was first launched on Jeju Island in 2013 and it creatively combines Innisfree's beauty products with organic drinks and desserts made from local ingredients.</p> <p>•OPTIONAL: Visit to DRAGON HILL SPA</p> <p>Spa-complex Dragon Hill—Yongsan Dragon Hill Spa is a charcoal sauna permeated with an oak fragrance created by traditional heating techniques. The jjimjil-bang and spa facilities offer sweating rooms/sauna, an open-air bath, seawater bath, salt room, swimming pool, and health center. The main hall of Yongsan Dragon Hill Spa boasts a Chinese-style design and a luxurious interior that has been used as a filming location for various Korean television broadcasts.</p> <p>• Freetime</p> 
DAY 5 - 6	SEOUL (hotel breakfast)	<ul style="list-style-type: none"> • Free time
DAY 7	SEOUL / DEPARTURE FROM INCHEON (hotel breakfast)	<ul style="list-style-type: none"> • Hotel check out • Transfer to Incheon International Airport. Departure from Korea

***Please note, above schedule is subject to change.**

PER PERSON / NET

HOTEL: 6 nights in Seoul	GROUP (price per 1 person from the group)				SINGLE SUPPLEMENT
	2 – 3 pax	4 – 5 pax	6 – 9 pax	10 pax	
3* AVENTREE JONGNO or similar	USD 1300	USD 885	USD 830	USD 650	+ USD 275
4* FRASER PLACE NAMDAEMUN or similar	USD 1405	USD 995	USD 935	USD 760	+ USD 365
5* LOTTE HOTEL or similar	USD 1945	USD 1535	USD 1475	USD 1295	+ USD 755

◆ CONDITIONS

INCLUSIONS	<ol style="list-style-type: none"> 1. Accommodation in double room for 6 nights. 2. Hotel Breakfast—6 days. 3. Entrance fees according to above itinerary. 4. Transfers by the above itinerary. 5. English speaking guide escort during excursions.
EXCLUSIONS	<ol style="list-style-type: none"> 1. Personal expenses. 2. Meals—average budget usually is 15\$–20\$. 3. Airplane ticket to Korea. 4. Guide escort during free days. 5. Optional Dragon Hill Spa visit: from 12\$/pax, depends on day and time.
NOTE	<p>Depending on day of the week and season, hotel prices may vary drastically, please check actual prices for specific dates.</p>

Optional Experience Programs

○Traditional costume experience—wearing a hanbok with traditional make up and hair (35-50\$)



○Professional photo-shoot session (from 100\$)

○Professional make up, hair, manicure (25\$-250\$)

○Making personal cosmetic products from natural ingredients (15\$), etc.

SULWHASOO FLAGSHIP STORE SPA PROGRAMS

1. PREMIUM KOREAN HERBAL MEDICINAL ANTI-AGING SPA

SIGNATURE:ULTIMATE RESTORATIVE JOURNEY

□**Benefit:** Total premium antiaging

□**Care regions:** Whole body scrub & Treatment, Facial Treatment

□**Main products & tools used:** Harmonizen Regenerating Cream, Timetreasure Line, Obsidian Applicator

170 minutes / 780 USD

SIGNATURE:HERITAGE GINSENG JOURNEY

□**Benefit:** Total luxury anti-aging

□**Care regions:** Whole body treatment, Facial Treatment

□**Main products & tools used:** Capsulized Ginseng Fortifying Serum, Concentrated Ginseng Renewing Cream, JAUM balancing complex™ Bowl, Jade Applicator

130 minutes / 480 USD

SIGNATURE:INTENSE GINSENG JOURNEY

□**Benefit:** Intensive luxury anti-aging

□**Care regions:** Back skin Treatment, Concentrated Ginseng Facial Treatment

□**Main products & tools used:** Capsulized Ginseng Fortifying Serum, Concentrated

90 minutes / 300 USD

FACE:RED PINE & AMBER RENOVATING TREATMENT

□**Benefit:** Premium anti-aging

□**Care regions:** Foot bath & scrub, Facial Treatment, Hands, Scalp

□**Main products & tools used:** Harmonizen Regenerating Cream, Timetreasure Line, Sulwhasoo Spa Special Ampoule, Amber Applicator

90 minutes / 360 USD

FACE:GINSENG & JADE RENEWING TREATMENT

□**Benefit:** Self-maintenance and wrinkle improving antiaging

□**Care regions:** Foot bath & scrub, Facial Treatment, Hands, Scalp

☐ **Main products & tools used:** Capsulized Ginseng Fortifying Serum, Concentrated Ginseng Renewing Cream, Sulwhasoo Spa Special Ampoule, Jade Applicator

80 minutes / 275 USD

FACE:WHITE GINSENG & JADE BRIGHTENING TREATMENT

☐ **Benefit:** Brightening, firmness improving anti-aging

☐ **Care regions:** Foot bath & scrub, Facial Treatment, Hands, Scalp

☐ **Main products & tools used:** Capsulized Ginseng Fortifying Serum, Snowise Brightening Serum, Jade Applicator

80 minutes / 250 USD

FACE:BIRCH & PORCELAIN MOISTURING TREATMENT

☐ **Benefit:** Moisturization, nutrition

☐ **Care regions:** Foot bath & scrub, Facial Treatment, Hands, Scalp

☐ **Main products & tools used:** Essential Line, Hydro-aid Line, Sulwhasoo Spa Special Ampoule, White Porcelain Applicator

70 minutes / 180 USD

FACE:MEN'S ENERGIZING TREATMENT

☐ **Benefit:** Men's skin anti-aging

☐ **Care regions:** Red ginseng foot bath scrub, Facial Treatment, Hands, Scalp

☐ **Main products & tools used:** Sulwhasoo Men's Line

70 minutes / 180 USD

BODY:DEEP PURIFYING TREATMENT

☐ **Benefit:** Care that gives a smooth skin texture and relaxation of body skin

☐ **Care regions:** Foot bath & scrub, Body Treatment

☐ **Main products & tools used:** Sulwhasoo Spa Special Oils, Body Wrap, White Porcelain Applicator

100 minutes / 420 USD

BODY:BALANCE TOUCH

☐ **Benefit:** Relaxes your body skin with ultimate comfort, delivers a sense of balance through gentle and delicate touches.

70 minutes / 205 USD

90 minutes / 275 USD

BODY:RELIEF TOUCH

☐ **Benefit:** Delivers deep relaxation to the body skin through rhythmical touches.

70 minutes / 205 USD

90 minutes / 275 USD

BODY:ASIAN WISDOM TOUCH

☐ **Benefit:** Delivers vigorous vitality to tired body skin with strong and energetic touches.

70 minutes / 205 USD

90 minutes / 275 USD

2. CONTEMPORARY KOREAN MEDICINAL BALANCE SPA

FACE:VITALITY CARE

4-Layering Mask, founded by Sulwhasoo's own beauty care method with the touches for skin nutrition balance, delivers deep energy to dull-looking skin.

60 minutes / 155 USD

FACE:CALMING CARE

Helps to maintain clean and smooth skin texture and balances skin through Sulwhasoo's unique touches with continuous 3-step moisture supply that calms the sensitive skin.

60 minutes / 155 USD

FACE:BLOOMSTAY CARE

The treatment strengthens skin's defense ability and makes the skin elastic and youthful with Sulwhasoo's skin balancing touch and elasticity improving care.

70 minutes / 180 USD

BODY:BACK & SHOULDER CARE

Cares the trigger points from hard work, childcare or intensive exercise. Rhythmical touches feel gentle yet powerful to your touch.

50 minutes / 120 USD

BODY:FOOT & LEG CARE

Relaxation treatment is held in a lounge full of natural day light. With the motif of "cold head and warm feet" method, concentrated treatment from the ears to legs makes the daily routine feels lighter.

50 minutes / 120 USD

ADDITIONAL:BACK CARE

Intensively cares trigger points, mixing carrier oils and essential oils, exclusive to Sulwhasoo Spa. Enables the recovery of skin condition, and relieves stress with intensive back care.

30 minutes / 75 USD

ADDITIONAL:BACK SCRUB CARE

Gently eliminates dead skin cells through scrub containing selectively chosen ginseng ingredients, and nurtures smooth skin texture through Essenttrue Deep Nourishing Body Cream that contains honey and split gill fungus extracts.

20 minutes / 60 USD

ADDITIONAL:FOOT REFLEXOLOGY

The foot care effectively relieves accumulated fatigue by stimulating the feet's reflex points with Sulwhasoo's spa essential oil containing concentrated herbal ingredients.

20 minutes / 75 USD

ADDITIONAL:LEG CARE

The lower body care makes heavy footsteps feel lighter by stimulating tense leg skin. It is recommended for customers who have a sedentary job or who experience frequent leg swelling or fatigue.

30 minutes / 75 USD

ADDITIONAL:WRINKLE CARE

The treatment provides intensive dual care by using a patch that delivers functional cream with a proven effect of reducing smile wrinkles that make the face look old.

20 minutes / 75 USD

ADDITIONAL:ABDOMEN CARE

The treatment makes the skin elastic and healthy by decomposing unnecessary subcutaneous fat in the abdomen.

30 minutes / 75 USD

ADDITIONAL:EYE CARE

The treatment reduces signs of aging with a customized skincare solution for tender skin around the eyes and Sulwhasoo's touch that firms up wrinkles and elasticity.

20 minutes / 60 USD

ADDITIONAL:SPECIAL MASK

The premium treatment effectively soothes the skin and provides vitality.

20 minutes / 60 USD

ADDITIONAL:WRAPPING CARE

Enables the maintenance of smooth skin texture through body wrapping, which improves body circulation of congested flow due to repeated stress, and with body scrub that composes energetic ginseng ingredients.

60 minutes / 180 USD