

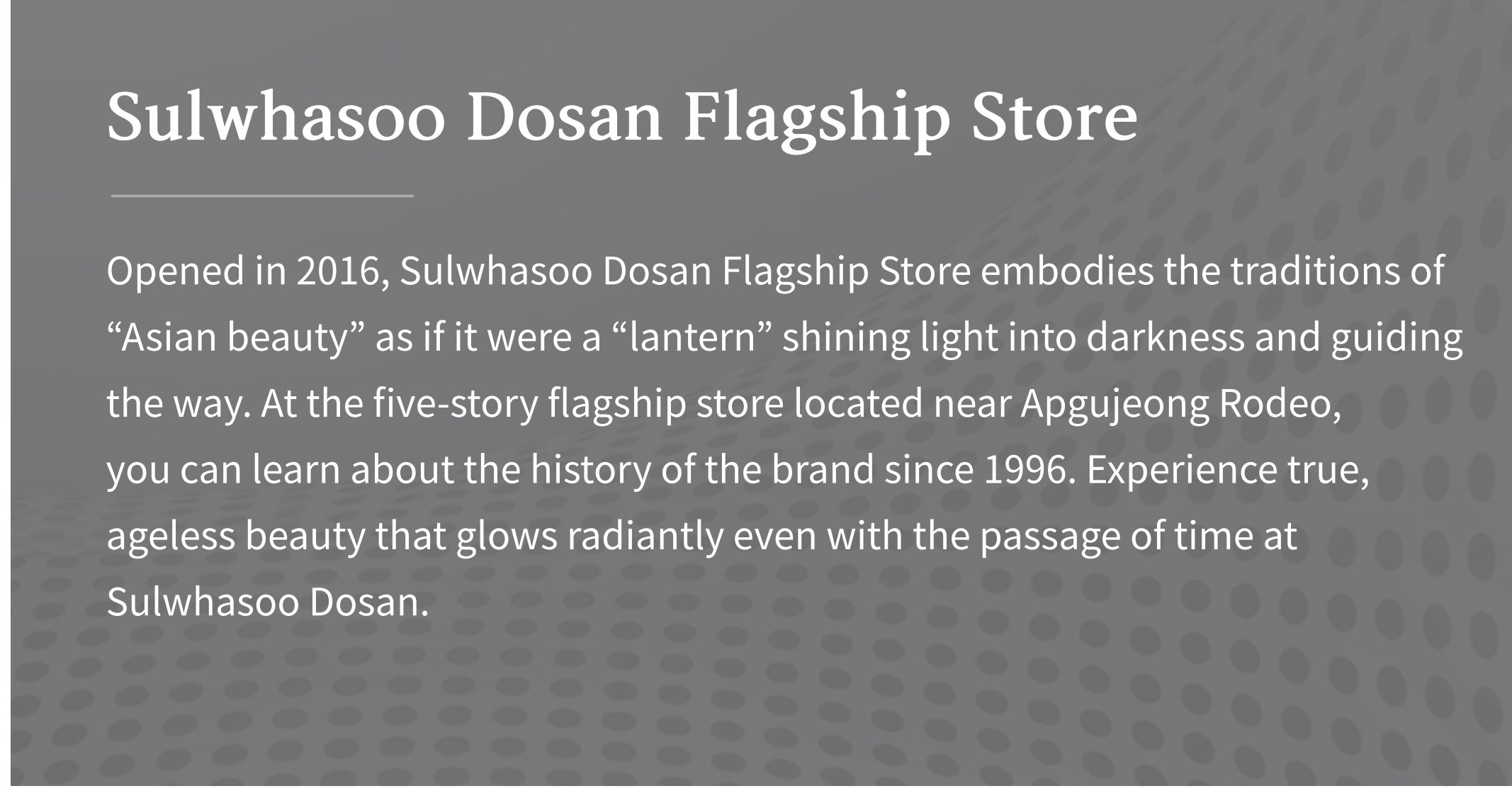
As the prolonged pandemic is slowly reaching its long-awaited end, the tourism industry is gradually picking up, thanks to the relaxation of self-quarantine regulations for overseas entrants in many countries. As the closed airways of Seoul begin to reopen, interest is rising worldwide in the city, which is pioneering global beauty trends.

At the forefront of this March edition is Sulwhasoo, one of the leading beauty brands in Korea. A cosmetic brand that makes products using only traditional Korean ingredients, Sulwhasoo is already gaining much popularity around the world. At its flagship stores in Apgujeong and Bukchon, which are considered hotspot areas in Seoul, visitors can refresh their body and mind from the stress of COVID-19, and also visit nearby tourist destinations such as Dosan Park and Jogyesa Temple.



Sulwhasoo Flagship Store

Korean Health and Beauty



Sulwhasoo Dosan Flagship Store

Opened in 2016, Sulwhasoo Dosan Flagship Store embodies the traditions of “Asian beauty” as if it were a “lantern” shining light into darkness and guiding the way. At the five-story flagship store located near Apgujeong Rodeo, you can learn about the history of the brand since 1996. Experience true, ageless beauty that glows radiantly even with the passage of time at Sulwhasoo Dosan.

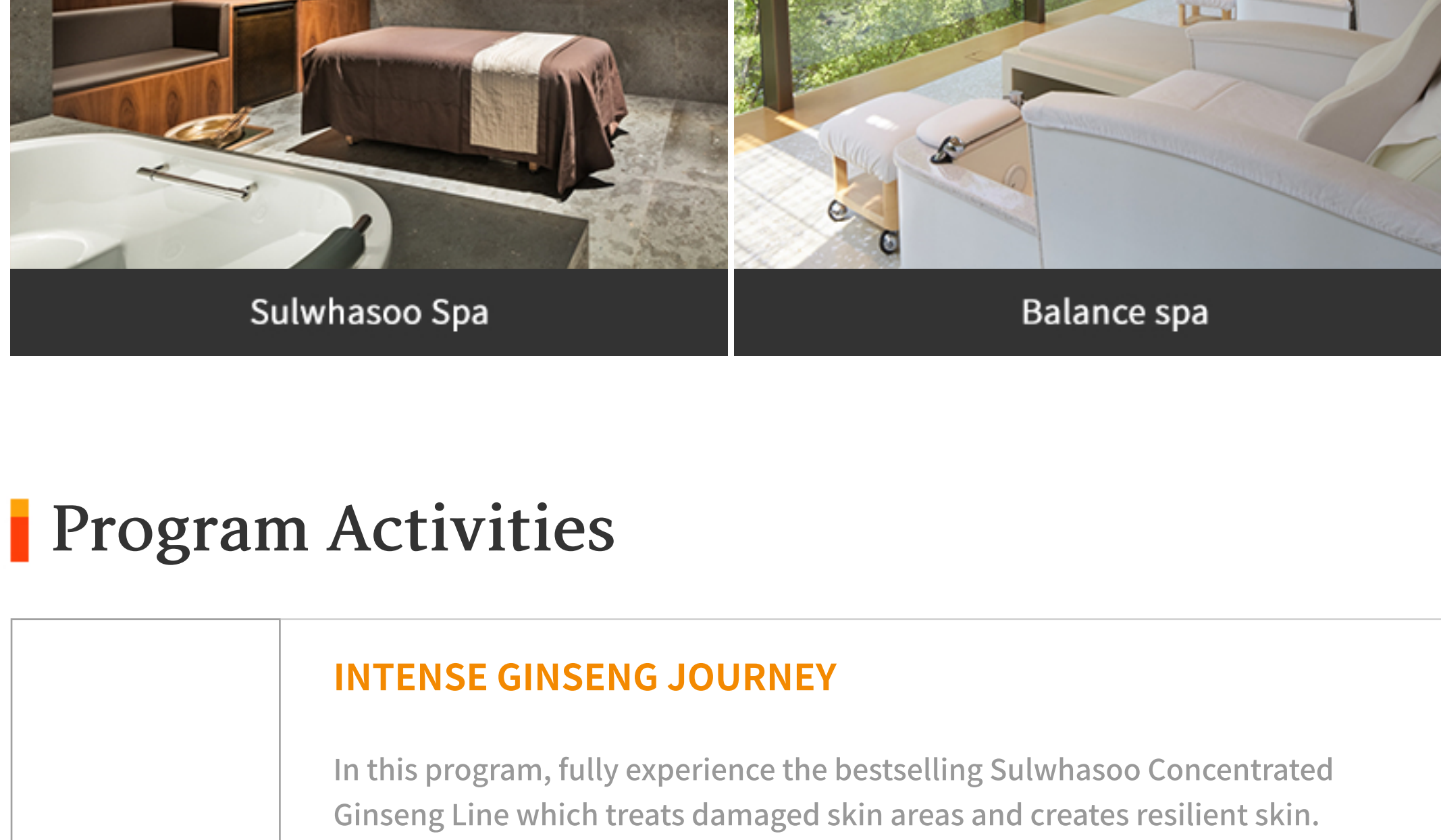
General Information

Phone Number	+ 82 -2 -541-9270
Address	18, Dosandaero 45-gil, Gangnam-gu, Seoul, Korea
Website	https://www.sulwhasoo.com/kr/ko/flagship/dosan/ Available Languages : Korean, English, Chinese
Business Hours	Boutique - Hours : Daily, 10:00 AM ~ 7:00 PM - Closed : First Monday of every month, January 1, Lunar New Year's Day, Chuseok
	Sulwhasoo Spa, Balance Spa - Hours : Daily, 10:00 AM ~ 8:00 PM - Closed : First Monday of every month, January 1, Lunar New Year's Day, Chuseok (※ Reservation required)
Admission Fee	Boutique: Free admission Spa: KRW 50,000 – KRW 750,000 (Varies by program)
Parking	Valet: Free for store visitors (Passenger cars only)
Subway	- 10-minute walk from Exit 5 of Apgujeong Rodeo Station (Suin-Bundang Line) - 15-minute walk from Exit 4 of Apgujeong Station

Remember this! 💡

Sulwhasoo Spa

Experience anti-aging care and ideal skin balance, through Sulwhasoo's innovative products and treatment methods full of ancient wisdom. For treatment, experience a red ginseng foot bath, a ginseng scrub and a routine that applies friction using a fragrant dry cloth called a Sulwhajeong. The method of applying friction with a dry cloth, once practiced at the royal courts of Joseon, is a fragrance treatment that stabilizes the mind. The rubbing of the body with the fragrances of flowers, leaves, trees and the forest, will awaken your senses. With naturally derived applications, treatment is done to deliver a more healthy, glowing and beautiful you. These include jade which raises the autogenic power of the skin, while white porcelain which has excellent purifying properties and amber which provides youthful energy to the skin.



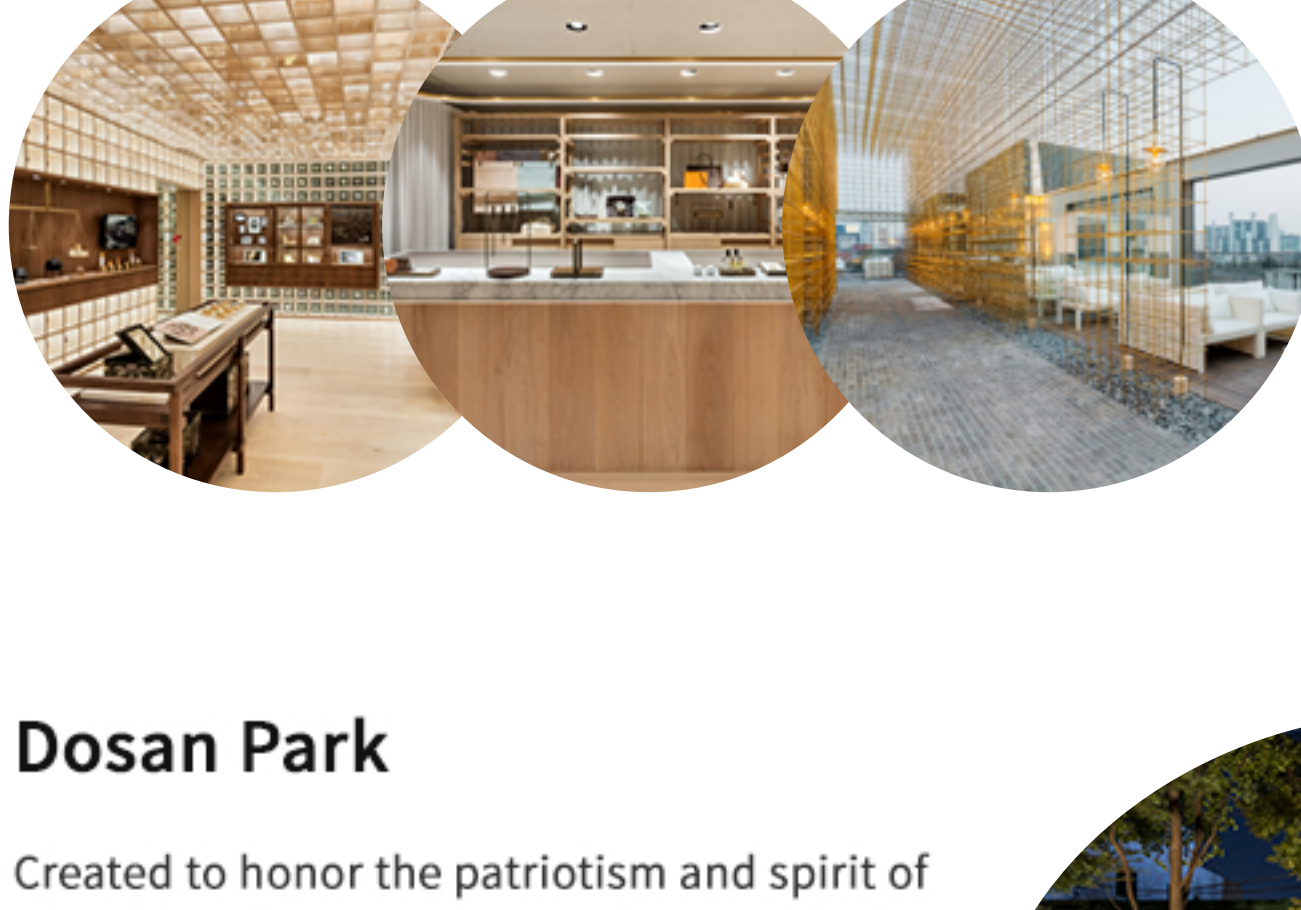
Program Activities

Sulwhasoo Spa	INTENSE GINSENG JOURNEY In this program, fully experience the bestselling Sulwhasoo Concentrated Ginseng Line which treats damaged skin areas and creates resilient skin. With facial treatment featuring a white jade massager, feel relaxation like no other in tense areas of your face and neck. KRW 300,000 for 100-minute treatment
	WHITE GINSENG & JADE BRIGHTENING TREATMENT This whitening and anti-aging treatment features Snowise Line which contains white ginseng for a brightening effect. A white Jade applicator is also used to treat dullness and brighten your skin. KRW 210,000 for 80-minute treatment
Sulwhasoo Balance	MIX & MATCH / FACIAL + BODY CARE This treatment offers you the opportunity to recharge and recover from your busy life while offering you a view of Dosan Park. With the Sulwhasoo Balance Spa program, receive Mix & Match (Facial & Body) treatment or a single treatment. ※ for the Mix & Match Program, select one facial program (Vitality or Calming) and one body program (Back & Shoulder or Foot & Leg) KRW 150,000 for 70-minute treatment
	FOOT & HAND MOISTURE CARE This treatment delivers a warm sensation to your rough hands and feet, providing comfort and moisture to your skin. KRW 50,000 for 20-minute treatment

Recommended Course 🗺️

STEP. 1 Sulwhasoo Dosan Flagship Store

Boutique Tour and Spa Experience



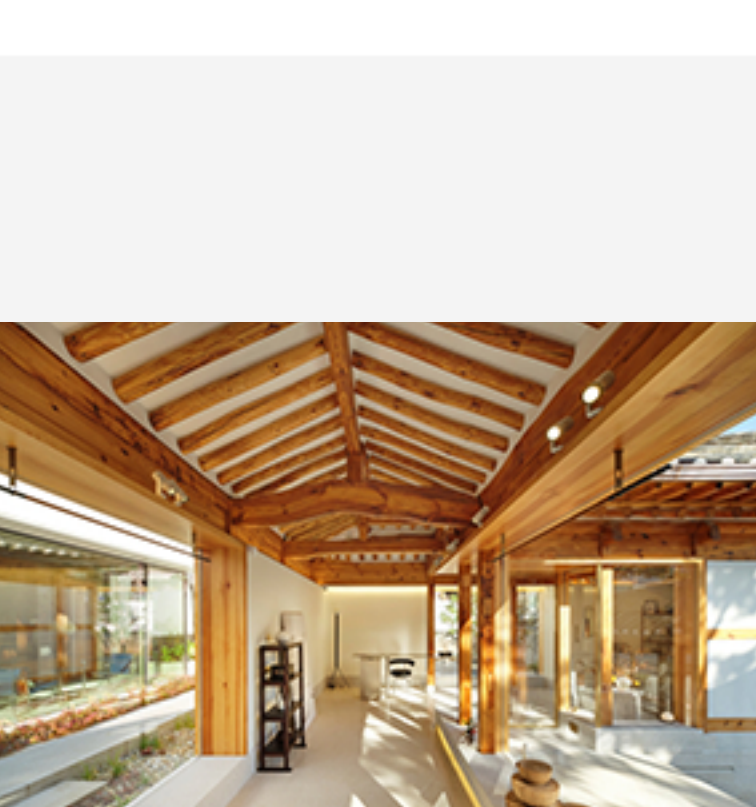
STEP. 2 Dosan Park

Created to honor the patriotism and spirit of education of Korean independence activist Ahn Chang-ho, also known as Dosan, Dosan Park is located right next to Apgujeong Café Alley, which is home to well-renowned restaurants and fashion brands. Undergo a skin rejuvenation treatment at Sulwhasoo Dosan and then relax your body and mind at Dosan Park.



STEP. 3 Apgujeong Rodeo Street

Apgujeong Rodeo Street, full of Korean brunch and fusion restaurants, is once again rising as a hot spot where you can enjoy a wide variety of cuisines and fashion brands.



Sulwhasoo Bukchon Flagship Store

Sulwhasoo House was the second flagship store to be established after the original store on Dasan-daero. It has become a store that embodies the aesthetics of Sulwhasoo by interpreting Korean values and beauty in a contemporary manner and linking a traditional Korean house built in the 1930s with a Western-style house built in the 1960s.

At Sulwhasoo House, the pillars and rafters of its traditional Korean building and the structures of its Western building were conserved as much as possible to preserve past tradition. Materials that were difficult to procure in Korea at the time, such as the marble at the entrance and the wall tiles in the Western house, were entirely conserved.

Begin a beautiful journey at Sulwhasoo House, where valuable moments in time that evolved by crossing between tradition and modernity are spread throughout.

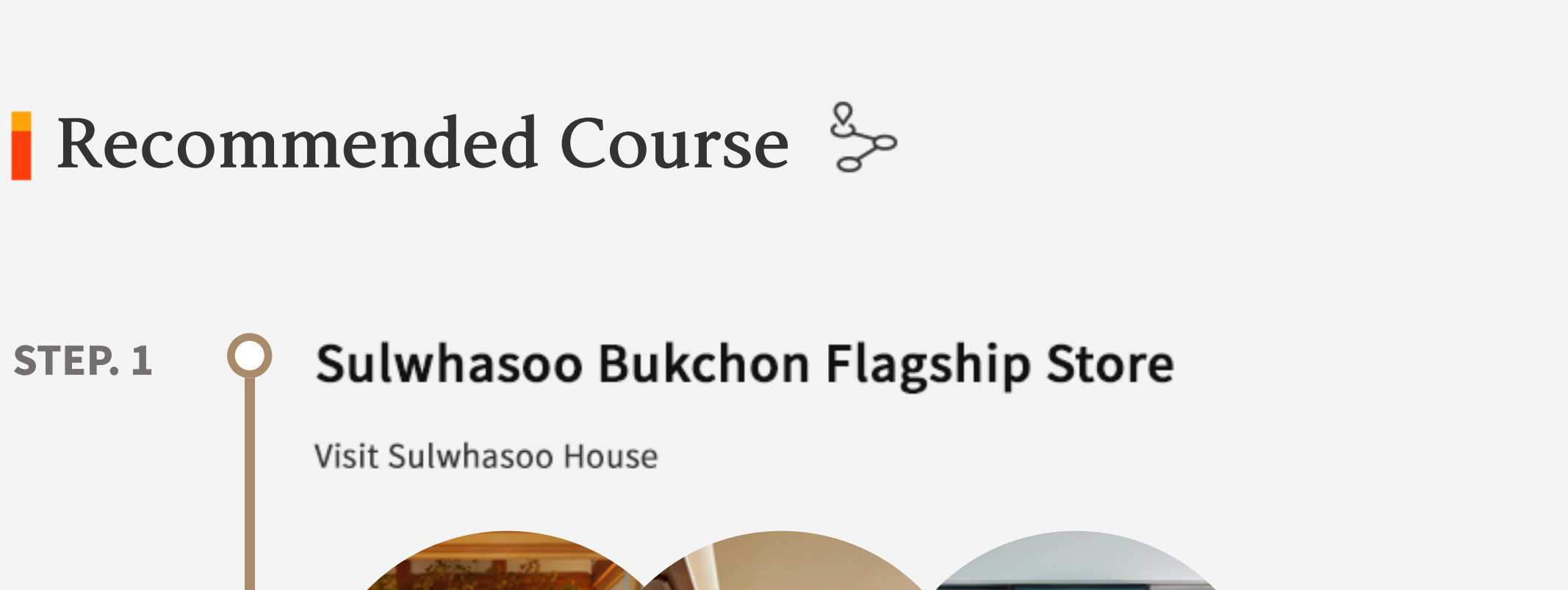
General Information

Phone Number	+ 82 -2 -762-5743
Address	47, Bukchon-ro, Jongno-gu, Seoul, Korea
Website	https://www.sulwhasoo.com/kr/ko/flagship/bukchon/ Available Languages : Korean, English, Chinese
Business Hours	- Hours : Daily, 10:00 AM - 8:00 PM - Closed : First Monday of every month, January 1, Lunar New Year's Day, Chuseok
Admission Fee	Free
Parking	No parking available. Please use nearby public parking lots.
Subway	10-minute walk from Exit 2 of Anguk Station

Remember this! 💡

Jihambo (Packaging Service)

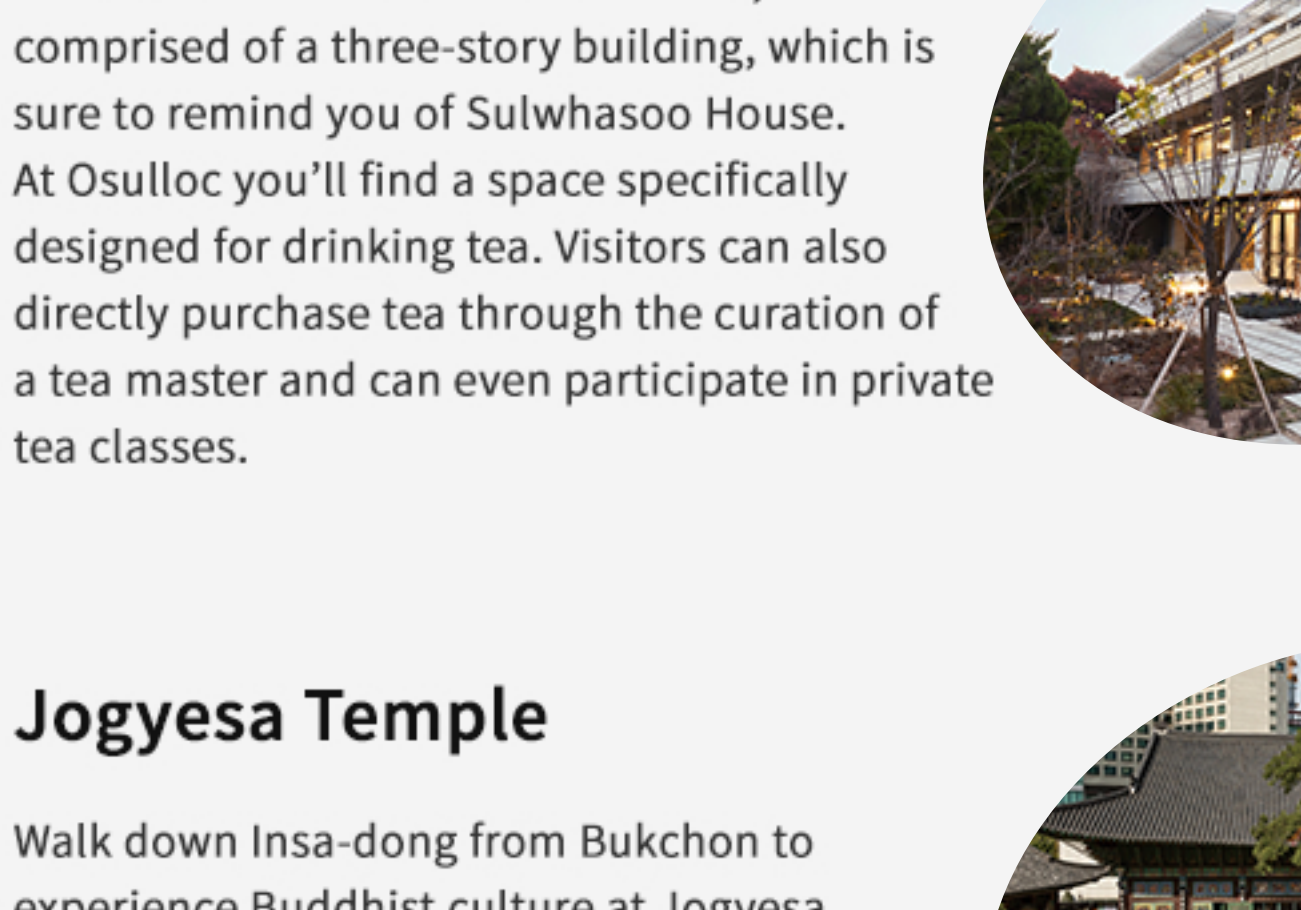
Take advantage of a unique packaging services that reflects Sulwhasoo's wishes for traditional wisdom and blessings to all visitors. Enjoy a dignified packaging service with an elegant style of unique packaging.



Recommended Course 🗺️

STEP. 1 Sulwhasoo Bukchon Flagship Store

Visit Sulwhasoo House



STEP. 2 Osulloc Tea house Bukchon

Take time to visit Osulloc Tea house, comprised of a three-story building, which is sure to remind you of Sulwhasoo House. At Osulloc you'll find a space specifically designed for drinking tea. Visitors can also directly purchase tea through the curation of a tea master and can even participate in private tea classes.



STEP. 3 Jogyesa Temple

Walk down Insa-dong from Bukchon to experience Buddhist culture at Jogyesa Temple, a major Buddhist temple in the heart of the city.

