



“ Hello  
I am **Dr. Seunghwi Kwon,**  
**Director of Oganacell**  
**Dermatology Clinic** ”

**Your journey  
to beauty begins**  
with the first step  
toward healthy skin!

**Skin concerns are not merely about appearance. Through my practice, I meet patients with a wide range of skin-related worries.**

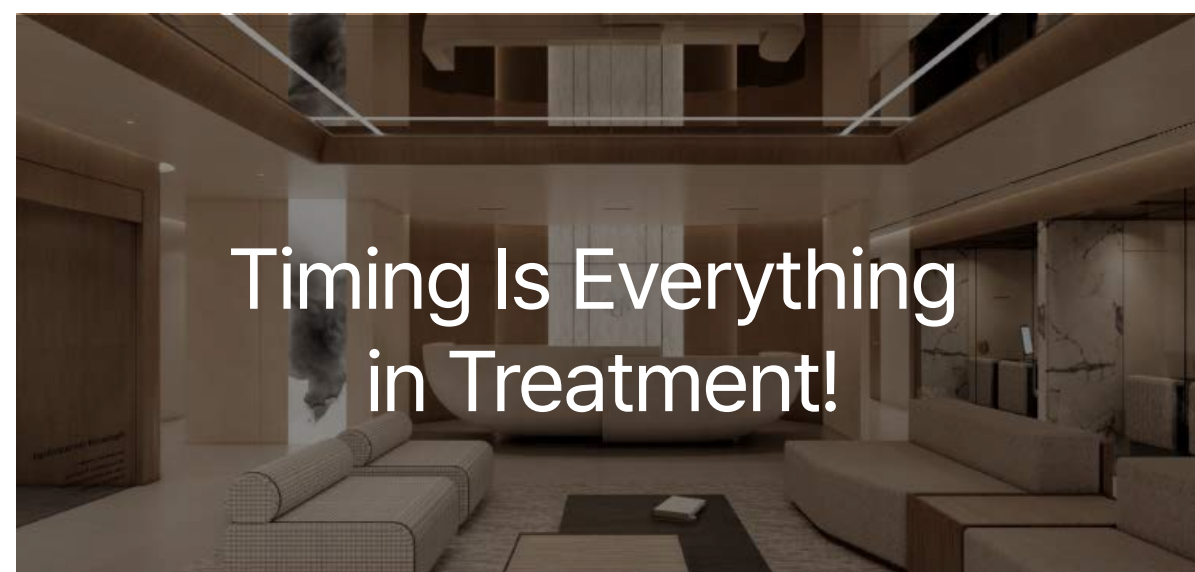
From teenagers struggling with acne, to women in their 40s who have lost confidence due to pigmentation, and even office workers noticing their skin becoming rough—what I realize is always the same.



They do not come just to fix their skin.  
They come to reclaim their sense of self and their life as 'themselves.'

When skin problems arise, even one's gaze, expressions, and tone of voice change. That's why, before beginning any treatment, I always try to understand not just the condition of the skin, but also the state of the mind.

**Ultimately, healthy skin is about restoring confidence in life, and helping patients regain that quality of life brings me the greatest fulfillment.**



Timing Is Everything  
in Treatment!



**Many people tend to think, "It'll get better with time," even when their skin starts to worsen. But skin doesn't work that way.**

Once the skin barrier begins to break down, troubles recur, pigmentation remains, and elasticity visibly declines.

By then, it takes much more time, money, and effort to restore it than it would have initially.

That's why I always emphasize:  
"When it comes to skin, timing is everything.  
The earlier you start, the faster you recover."

Even if you see just a pimple or two, once it starts to recur, it can lead to inflammation, scarring, and pigmentation. Conditions like melasma and redness are much easier to control when treated early, **but become much harder to manage once they turn chronic.**

Treatment is always possible, but the best approach is to start before things worsen.

For healthy skin,  
**consistency** is key—  
**not just a single treatment.**



**Sometimes patients say, "Doctor, please make it dramatically better in just one treatment."**

I completely understand how you feel, but skin doesn't respond that way. Our skin needs to be cared for slowly and consistently to truly improve.

A single treatment can bring some improvement. However, the skin becomes sensitive after the procedure, and without proper post-care, the condition can actually worsen.

That's why I believe helping the skin recover stably **after treatment is just as important as the treatment itself.**



Without consistent care, even improved skin can easily regress, **which is why 'ongoing, continuous treatment' is the most effective approach.**



Half of the treatment happens **after** the procedure.



**In fact, the real challenge begins after the treatment.**

Many people believe that once their skin improves, the journey is over—but that's only the beginning.

If you become complacent after your skin improves, it can easily return to its previous condition..

Ultimately, continuous care is the key to maintaining healthy skin..



Treating melasma is not the end of the journey.

If you neglect sun protection after melasma treatment, new pigmentation can easily develop.

Since ultraviolet (UV) rays are one of the main causes of melasma and hyperpigmentation, it is essential to apply sunscreen consistently after treatment.

**Without diligent sun protection, the effects of treatment will quickly fade. Therefore, applying sunscreen daily is absolutely crucial.**



**Your skin won't stay healthy for life after just one treatment.**

Because the skin continuously changes and reacts to factors like seasons, stress, sleep, and diet, regular check-ups are essential.

Routinely monitoring and addressing concerns such as dead skin buildup, pores, pigmentation, and elasticity is the most reliable way to keep your skin healthy and vibrant over time.



# Small daily habits create big changes.

Because the skin is highly sensitive to external environments,  
**it requires consistent care,**  
not just a one-time treatment.



### Sun Protection Is Essential

Applying sunscreen is the first step in maintaining healthy skin. UV rays are one of the main causes of skin aging, triggering pigmentation and wrinkles. Therefore, sunscreen should be applied even on days when the sun isn't strong. Developing the habit of applying sunscreen regularly is the simplest and most effective way to keep your skin healthy.



### Proper Cleansing Habits

Incorrect cleansing can be a major cause of skin troubles. Frequent washing or excessive dryness after cleansing can worsen the skin condition. It is essential to moisturize after cleansing to prevent dryness, and to choose a cleanser that suits your skin type.



### The Importance of Sleep and Nutrition

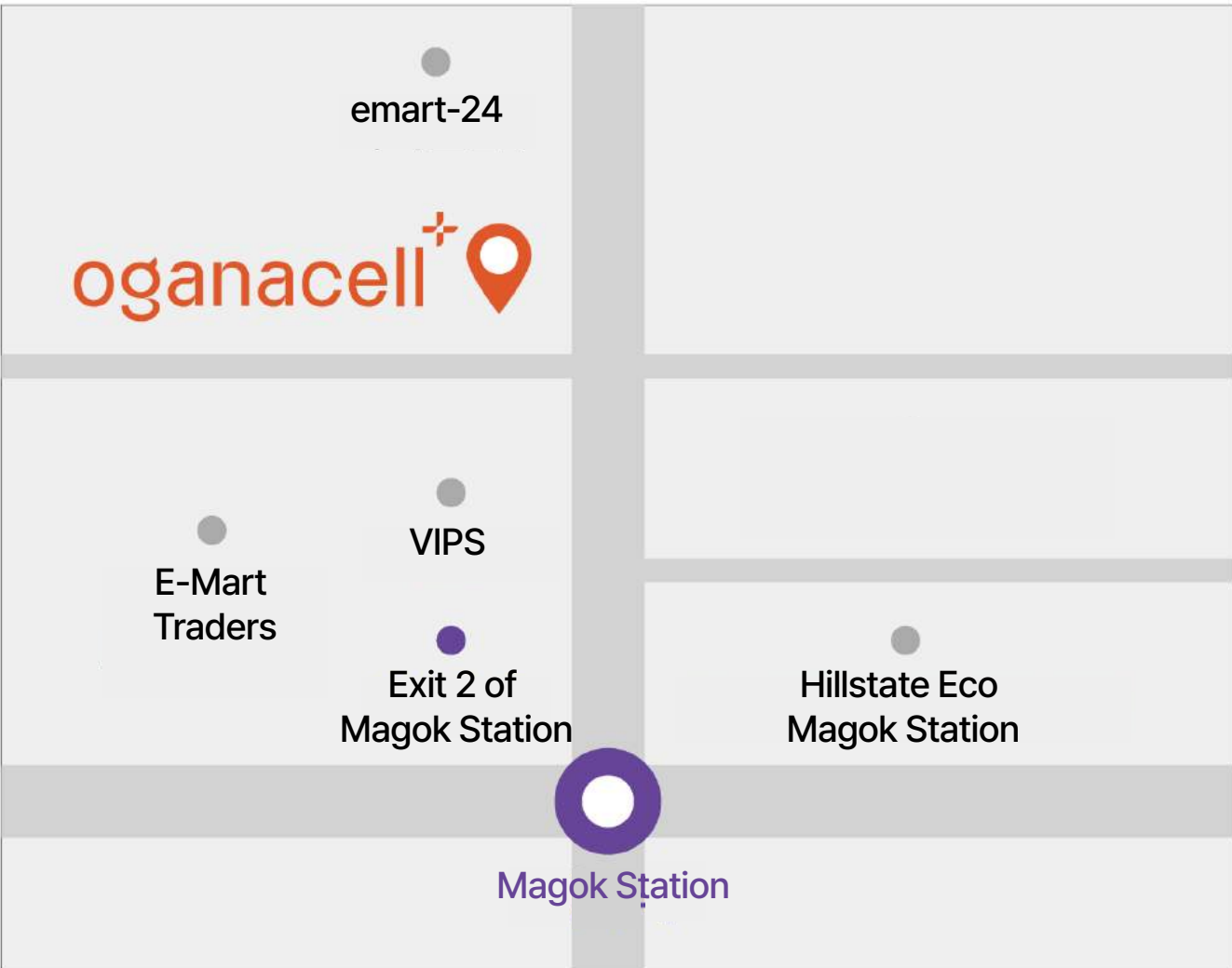
Our skin undergoes recovery during the night. Lack of sleep impairs the skin's ability to regenerate, making it more prone to issues. Getting 7 to 8 hours of quality sleep each day, along with maintaining a balanced diet, is crucial for healthy skin. In particular, consuming foods rich in vitamins C and E has a beneficial effect on the skin.



### Managing Stress

Stress has a direct impact on the skin. When you experience stress, hormonal changes can trigger acne and skin rashes. Engaging in activities like exercise and meditation can help manage stress and promote healthier skin.

## How to Get Here



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