



## 上海富华医疗美容医院 Shanghai Fuhua Plastic & Aesthetic Hospital



# BEAUTY'S BEST

### THE MARKET

The brand of Fuhua was established in 1992. Now it possesses three specialized medical & aesthetic organizations, respectively Shenzhen Fuhua Aesthetic Hospital, Changchun Fuhua Aesthetic Hospital and Shanghai Fuhua Medical & Aesthetic Hospital. Fuhua also has its own Research and Development Institute and manufacturer, which produce medical and aesthetic products and instruments. The various aesthetic products and instruments developed and produced by Fuhua are exported to many countries and have won recognition from experts home and abroad.

Professor Mengjun Cao, the founder of Fuhua Aesthetic Hospital Group, is a highly distinguished authoritative figure and an internationally renowned figure in the field of aesthetic surgery. He has made prominent contributions to this field both home and abroad. One of his inventions namely *Amazingel*® has gained worldwide recognition as an optimal medical parenchyma implant at present. Many of his contrivances and technical patents such as MOD-I Multifunctional Surgical Dynamic System and Laser-assisted Fat Liquefaction helped Fuhua establish its status in world medical

& aesthetic industry. So far over 50,000 cases of plastic surgery have been successfully carried out in Fuhua. The hospital also serves as the National Training Center for Senior Plastic Surgeons of the Plastic Branch of Chinese Medical Association (CMA), which has trained a great number of specialists for China's plastic surgery, playing a leading role in the development of China's plastic surgery.

In a highly competitive market, Fuhua adheres to its tenet of "*Innovative, Credible and Concerned*", struggling for greater achievements, aiming to become a leading aesthetic hospital group in China.

### ACHIEVEMENTS

During the past 12 years, an elite team led by Prof. Cao and Ms. Pei Xi, the CEO and chief aesthetic consultant of Fuhua Hospital Group, has gained various laurels for Fuhua with their consummate medical skills, advanced aesthetic techniques and various inventions of plastic instruments.

Gradually, Fuhua has become a super brand in aesthetic surgery for its growing achievements and reputation.

In addition, Prof. Cao has won leadership in the top nine global aesthetic organizations. When

the 2nd Congress of Eastern Cosmetic Surgery was held in Seoul, South Korea, the chairman was not a Korean but Prof. Cao, a Chinese. He was also praised as "the First Scalpel in Mammoplasty" by 13 European top plastic surgeons.

Numerous firsts are recorded in the history of this "Floating Aerodrome in Aesthetic Surgery": the first specialized aesthetic hospital in China; the first and the largest medical & plastic hospital with the best equipments in China; the first medical & aesthetic hospital providing industry standards for the National Ministry of Health; the first plastic hospital in China winning the "Superbrand China Award". Those firsts are great honors to Fuhua and also serves as a symbol of its specialization and authority.

Other honors granted to Fuhua include:

- March, 2000, listed in the National Xinhua Projects;
- January, 2001, listed in the 1st Section of National Continuous Medical Education Series;

- February, 2001, appointed by the Ministry of Health, the 1st Section of International Continuous Medical Education Series;
- June, 2001, acquired the Quality Certificate of Medical Instruments Accreditation of China;
- February, 2002, appointed by the Ministry of Health, the 2nd Section of International Continuous Medical Education Series;
- July, 2002, Prof. Cao was entitled membership in the Guangdong Academy of Medical & Aesthetic Surgery and member of the Medical Negligence Investigation Committee;
- October, 2003, Prof. Cao was elected Vice Chairman of the Aesthetic & Plastic Branch of the Chinese Doctors' Association;
- November, 2003, Prof. Cao, standing director of Chinese Doctors' Association, was elected Chairman of the 1st Congress of Eastern Cosmetic Surgery;
- March, 2004, awarded the Greatest Contribution in Cosmetic Industry;
- April, 2004, awarded the Exemplar Unit of Credit in Quality and Service;
- April, 2004, awarded Famous Trademark by Chinese Famous Trademark Committee;
- April, 2004, awarded Superbrand China status;
- July, 2004, Prof. Cao was elected Chairman

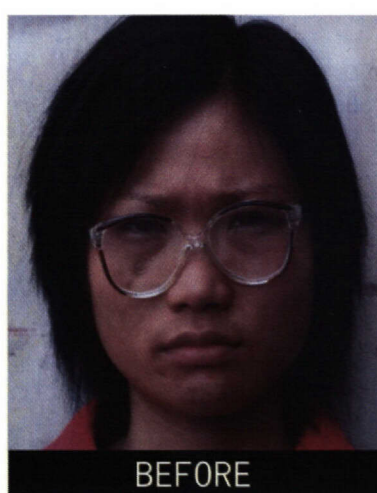




BEFORE



AFTER



BEFORE



AFTER

of the 2nd Congress of Eastern Cosmetic Surgery held in Seoul, South Korea.

## HISTORY

In its 12-year existence, Fuhua has extended from Shenzhen to Changchun and then to Shanghai, growing from a cosmetic clinic to medical & aesthetic hospital and then to aesthetic hospital group. The history of Fuhua well epitomizes that of Chinese medical & aesthetic industry. During the past 12 years accompanied by change and competition, Fuhua has always been pursuing perfection and struggling for the development of this brand with its advanced techniques and excellent service.

The development of Fuhua largely attributes to Prof. Cao, who is known as "the Soul of Fuhua". As the President of Fuhua Hospital Group, he also enjoys worldwide recognition and holds leadership in the top nine global aesthetic organizations. Having been in practice in medical & aesthetic surgery for 40 years, he has 15 patents to his credit and performs over 2,000 operations every year and is acclaimed by Chinese plastic surgeons as "Expert for Consummate Operations". He is also the innovator of many aesthetic techniques.

## THE PRODUCT

Fuhua always aspires after preeminence and innovation. Being dedicated to meeting various requirements of the patients, Fuhua has developed many aesthetic techniques based on high technology, primarily including:

- *Amazing® Injection for Individualized Breast Augmentation*, one of the patents of Fuhua, which is safer and more flexible, allowing seven to eight different programs for various individuals;
- *Amazing® Wrinkle-removing Injection*, another invention by Prof. Cao which enjoys worldwide popularity, innoxious, non-irritant and unabsorbable with long-term efficacy;
- *Photon & Laser Face Resurfacing*, a high-tech irradiation therapy, markedly effective in correcting various defects, reducing wrinkles and renewing the elasticity of skin;
- *Laser Assisted Liposuction*, able to sculpt a puffy body into a bonny figure in a short period of time;
- *AthenaAT2000 Crystal Skin Beautifier*, which clears off dirt and redundant dead skin so as to make skin elastic, tender, white and smooth, thus to slow the process of aging. It is also effective in solving the eight major skin

problems such as sores, pigmentations, squamous skin, etc.

- *Excimer Laser Vision Correction*, operated expertly by distinguished surgeons, accurate and reliable;
- *BEYOND Luminescence Teeth Whitening*, brightness and whiteness can be obtained in 30 minutes.

Besides the items mentioned above, Fuhua also provides a full variety of aesthetic techniques and services on the basis of high technology.

## RECENT DEVELOPMENTS

In a highly competitive market, Fuhua has maintained steady and rapid development. The core competitiveness of the group is being strengthened and its professional systems are being improved. The development in human resources, market exploration and technical innovation will be expanded in a flabellate way. Presently the most important developing strategy of Fuhua is to improve the quality of its medical staff, to build an elite team and to push forward with the consistent pursuit for plastic techniques.

## PROMOTION

As a leading brand in its field, Fuhua will energetically promote its reputation and popularity through various activities.

Fuhua has always persisted in the tenet of "Every operation should be consummate" and has been dedicated to catering to various requirements of the patients. "All for the beauty seekers", Fuhua has satisfied every beauty seeker

physically and mentally, making them come with hope and leave with joy. The group also sees it as its responsibility to spread cosmetic culture and to help patients build up proper attitudes towards plastic surgery so as to change their appearance and even destiny through aesthetic surgery.

So far over 50,000 cases of cosmetic surgery have been successfully carried out in Fuhua. In order to facilitate the development of medical & aesthetic surgery Fuhua also performs as the National Training Center for Senior Plastic Surgeons which has educated and provided numbers of senior specialists in plastic surgery for nationwide organizations, making significant contribution to the future of the medical & aesthetic surgery in China.

## BRAND VALUES

Fuhua has firmly stuck to its creed of "Every operation should be consummate." Ms. Pei Xi, CEO and chief aesthetic consultant of Fuhua Medical & Aesthetic Hospital Group, often says, "Don't seek for the most, but for the best." Under her leadership and management, Fuhua has intensified its professional consciousness and enhanced its teamwork spirit. Its professional training exerts a subtle influence on the staff, shaping everyone into a self-conscious guardian for the brand of Fuhua. Therefore Fuhua has always been standing at the top of the world cosmetic industry, endlessly providing beauty seekers with excellent service.



## THINGS YOU DIDN'T KNOW ABOUT FUHUA

- Fuhua Medical & Aesthetic Hospital Group was certified by ISO 9002 International Quality Accreditation System on August 13th, 2000
- After the well-known tragedy happened to Yang Hai-xia who was severely burned and disfigured, Fuhua mustered many experts to make surgical program for the victim and successfully performed skin dilation on her without any charge
- In May 2004 Shanghai Fuhua Medical & Aesthetic Hospital Co Ltd sponsored Beauty & Fuhua Shanghai 2004 International Models Competition. Ms. Pei Xi served as aesthetic consultant and judge for the event