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Tracking China Healthcare

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About Face

In the wake of China opening healthcare delivery to private investment at the beginning of the millennium, a for-profit medical cosmetic sector featuring multiple small hospitals and clinics offering plastic surgery and cosmetic dentistry quickly emerged. Over the past decade, China's growing affluence, heightened exposure to mass media, and a rise in numbers of professionals offering cosmetic services – including both surgeons from more developed plastic surgery markets in Asia (in particular Korea) as well as home-grown practitioners – have

all contributed to the comparatively rapid expansion of the aesthetic surgical sector.

More recently, pharmaceutical companies have entered the medical cosmetic market in China, offering non-surgical options for those seeking to improve their looks without undergoing invasive procedures. In particular, extending the use of existing medical drugs into cos-

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