VandS Clinic Seoul Highlights Transparent Pricing for International Patients

VandS Clinic Seoul highlights VAT-excluded pricing, separate global customer benefits and clear pre-treatment cost information for international patients.



Modern interior of a VandS Clinic consultation space, showcasing a clean, sophisticated environment designed to provide patients with a comfortable and premium consultation experience.

SEOUL, NOT APPLICABLE, SOUTH KOREA, September 14, 2026 /EINPresswire.com/ -- /https://en.vandsclinics.com/ — As South Korea strengthens consumer protection in the aesthetic and cosmetic medical sector, VandS Clinic Seoul is emphasizing transparent pricing and clearly communicated benefits for international patients visiting its network of clinics.

The move comes amid growing attention to consumer disputes involving prepaid treatments at dermatology, plastic surgery and aesthetic clinics in South Korea.

According to a September 14 report by JB News citing the Korea Fair Trade Commission and the Korea Consumer Agency, 1,150 cases related to prepaid medical treatment were submitted for consumer dispute relief between 2021 and 2024. The number increased significantly from 88 cases in 2023 to 449 cases in 2024, with contract cancellation and penalty disputes accounting for 83.1% of reported cases.

Following an investigation, the Korea Fair Trade Commission instructed 15 major aesthetic and dermatology clinic brands to voluntarily revise unfair terms, including clauses that restricted refunds, imposed excessive cancellation penalties, prohibited package transfers, or exempted clinics from liability.

VandS Clinic was not among the clinics cited by the Korea Fair Trade Commission for unfair

contract terms. Instead, the medical aesthetic group is using the national discussion to highlight its ongoing practices regarding transparent pricing, fair communication and clear information for international customers.

Related Korean news coverage: JB News – Korea Fair Trade Commission Takes Action on Unfair Terms at 15 Clinics

The original article is published in Korean. English-speaking readers can use their browser's built-in translation function, such as “Translate to English” in Google Chrome, to read the article in English.



Private treatment room at VandS Clinic, featuring a modern, comfortable setting designed to provide patients with personalized care and a premium treatment experience.

Upfront Pricing and Clear VAT Communication

For international patients, navigating overseas medical care can be challenging due to unfamiliarity with local tax systems, promotional packages and pricing structures.

To ensure greater clarity, VandS Clinic explicitly labels promotional treatment prices as “VAT Excluded” across its official marketing and event materials. This distinction allows patients to understand the advertised treatment price separately from applicable VAT before making a payment decision.

> We believe transparency starts before treatment, with clear pricing, VAT information and communication of applicable global customer benefits.”
>
> *VandS Clinic Executive Team*

By clearly identifying VAT as excluded rather than presenting an advertised price as the final amount, VandS Clinic aims to reduce potential confusion for international customers who may be unfamiliar with Korea's medical pricing system.

The clinic also encourages international patients to confirm the applicable VAT, treatment details and final payment amount with the selected branch before proceeding with treatment.

Global Customer Benefits Are Communicated Separately

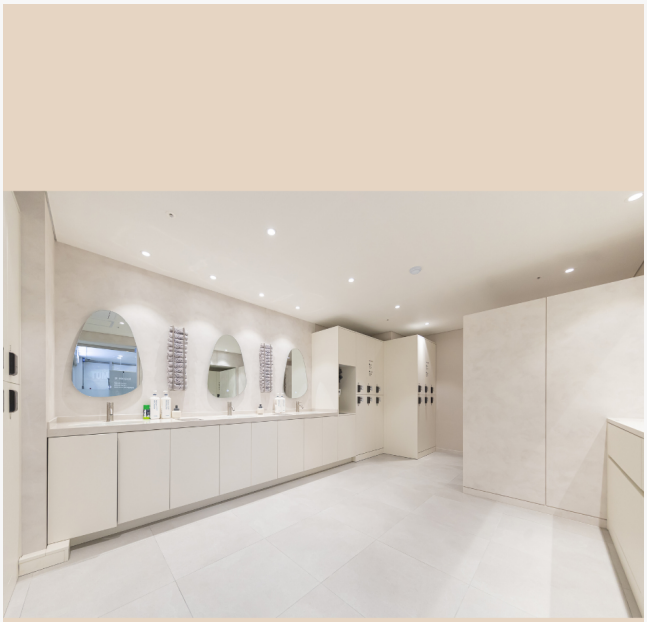
In addition to its advertised promotional prices, VandS Clinic provides benefits for eligible global

customers through individual branch promotions.

Following the abolition of Korea's government medical aesthetic VAT refund program for foreign visitors from January 2026, VandS Clinic continues to provide a tax-refund-equivalent benefit for eligible international customers as a way of thanking its valued global customers for their continued support.

This benefit is a clinic-provided promotional benefit, not a government-issued VAT refund, and is offered separately according to each branch's current policy and promotion. Many VandS Clinic branches offer a 7% global customer benefit, while some branches offer a 5% benefit.

Because the benefit may vary depending on the branch and promotion, international patients are encouraged to confirm the applicable benefit with the specific branch before treatment.



Elegant powder room at VandS Clinic, thoughtfully designed to offer patients a clean, comfortable, and refined space before or after their treatment.

The benefit is communicated separately from the VAT amount. By clearly distinguishing the advertised treatment price, applicable VAT and clinic-provided global customer benefit, VandS Clinic aims to help international patients better understand their expected treatment costs and available benefits.

Through this continued benefit, VandS Clinic seeks to maintain a welcoming experience for international patients while expressing appreciation for the trust and support of its growing global customer community.

Clear Information Before Payment

VandS Clinic encourages international patients to confirm several points before proceeding with an aesthetic treatment:

1. The advertised treatment price
2. Whether VAT is included or excluded
3. The exact treatment and dosage included
4. The device, product or treatment brand being used
5. The applicable global customer benefit
6. The final amount payable

This approach is designed to minimize misunderstandings and allow patients to make informed decisions before receiving treatment.

“We believe transparency starts before the patient enters the treatment room,” said a representative from VandS Clinic. “When we advertise a promotion, we clearly indicate that the price is VAT excluded, and our global customer benefit is communicated separately according to the branch's policy. We want international patients to understand what they are paying for and what benefits are available to them.”

Supporting International Patients Before They Arrive

VandS Clinic's international patient service begins before the patient's arrival in Korea.

International customers can contact the clinic through WhatsApp at +82-10-3594-8078 and provide information about their skin concerns and treatment goals. The international team can provide preliminary treatment information and estimated pricing so patients can consider their options before traveling.

Patients can also ask about available global customer benefits and the applicable policy of the branch they intend to visit.

Final treatment recommendations are confirmed after an in-person physician consultation and assessment. This allows medical staff to determine the appropriate treatment based on the patient's individual condition.

Transparency Across the International Patient Experience

As Korea continues to attract international visitors seeking aesthetic treatments, clear communication can play an important role in building confidence among overseas patients.

For VandS Clinic, price transparency extends beyond simply displaying a promotional number. It means clearly identifying when VAT is excluded, explaining applicable global customer benefits and helping patients understand the expected payment before treatment.

The clinic says this approach is particularly important for international patients who may be planning their treatment and travel from overseas.

Rather than relying on assumptions about taxes or discounts, patients are encouraged to confirm the applicable terms directly with the selected VandS branch before treatment.

About VandS Clinic

VandS Clinic is a medical aesthetic network operating more than 68 branches across South Korea and four international locations in Japan. The clinic specializes in non-invasive skin rejuvenation, lifting, laser treatments and other aesthetic procedures, providing physician-led care for domestic and international patients.

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