

Aura Bangkok Clinic Takes T-Beauty Global with the World's First Airport-Based Aesthetic Clinic

BANGKOK, THAILAND, September 30, 2026 /EINPresswire.com/ -- The launch at Suvarnabhumi Airport marks a milestone for [Aura Wellness](#) — the Thai beauty and wellness group behind [Aura Bangkok Clinic](#), [Aura Xpress Clinic](#) and [AURASOL](#) — as Thailand's beauty and wellness care moves further into the international travel experience.

Aura Wellness, the Thai beauty and wellness group behind Aura Bangkok Clinic, Aura Xpress Clinic and AURASOL, today announced that its flagship brand, Aura Bangkok Clinic, has opened the world's first aesthetic clinic to operate beyond immigration inside an international airport departure hall. The branch is located in the Departure Hall at Concourse G, Suvarnabhumi Airport, after passport control — a position no other airport in the world currently offers.

For Aura Wellness, the opening is a milestone in a single, consistent mission its brands share: to establish Thailand as the world's beauty and wellness destination, rather than one of the options international travelers weigh.

A landmark for Thailand's beauty and



Aura Bangkok Clinic



Aura Bangkok Clinic



Aura Bangkok Clinic

wellness economy

The opening arrives as Thailand's health and wellness travel sector reaches new scale. Thailand's health tourism sector generated an estimated THB 670 billion in revenue in 2025, according to the country's Ministry of Tourism and Sports — a measure of how central beauty, wellness and medical care have become to why international visitors choose the country.

Within that shift sits T-beauty — Thai beauty, Thailand's own answer to K-beauty — which has moved from a domestic strength to an export. Placing a doctor-led aesthetic clinic at the final point of a traveler's journey is, for Aura Wellness, a practical expression of that change: Thai aesthetic care meeting international visitors where they already are, rather than waiting for them to seek it out in the city.

Operating inside Suvarnabhumi's international zone required clearing a demanding bar. Airport security protocols, medical licensing and operational standards all had to be satisfied before any clinic could open there at all. That Aura Bangkok Clinic met those requirements reflects the clinical and operational standards the group holds across its brands.

Why the airport, and why now

The reasoning behind the location follows from the mission. International visitors already travel to Thailand for aesthetic care; the airport is the one place every one of them passes through on the way out..

"As a Thai company, exporting Thai beauty to the world has become our top agenda. We have watched international patients travel to our existing branches for treatment in growing numbers, and what we want now is for Thailand to be the world's beauty destination — not one of the options. Opening here at Suvarnabhumi Airport is one of the milestones in that mission."
— Mr. Jetbodin Prakoonsuksapan, Group Chief Executive Officer, Aura Wellness

One family, three brands

Aura Wellness brings together three brands built for different moments in the same beauty and wellness journey, each held to a shared standard of care.

Aura Bangkok Clinic, the group's flagship, anchors the family with doctor-led clinical care and an international-facing network of 20 branches. Established in 2016, it has delivered more than 100,000 treatment cases to date. Aura Xpress Clinic offers an accessible, express-format route to aesthetic care across 10 branches. AURASOL, the group's signature Thai massage brand, extends the family into traditional Thai wellness. Across the three brands, Aura Wellness serves both Thai and international clients at 31 locations nationwide.

It is that shared foundation — one standard of care applied across brands and formats — that

allowed Aura Bangkok Clinic to take on a setting as demanding as an international departure hall.

Aura Bangkok Clinic is positioning the Suvarnabhumi branch as a final self-care stop before boarding — a place to refresh before a flight home, or the closing appointment in a longer beauty and wellness itinerary planned around a stay in Thailand.

The setting shapes the service. International passengers have a defined window between immigration and boarding, and the branch is built around it: consultations, skincare and non-invasive treatments are structured to fit the time a traveler actually has, with the departure schedule treated as a clinical constraint rather than an inconvenience. Aftercare guidance is given with the flight in mind — a traveler leaving the clinic is boarding within hours, not going home to rest.

The clinical model does not change with the setting. Treatments are performed by doctors; consultations are conducted with English-speaking staff; and each plan is built for the individual, with the doctor's personalized assessment — including the option to advise against a treatment — remaining central. For international clients weighing aesthetic care abroad, where communication, medical expertise and safety often matter more than price, that consistency is the point.

T-beauty, at the gate

"For years, Thai beauty — or T-beauty, Thailand's own answer to K-beauty — has been a domestic strength. What is changing now is that it has become an export, and we are building for it as one."

— Mrs. Pornkamol Petdassada, Chief Marketing Officer, Aura Wellness

The opening of the world's first aesthetic clinic inside an international departure hall marks a point at which T-beauty, carried by Aura Wellness and its brands, stops waiting for the world to arrive — and meets it at the gate.

About Aura Wellness

Aura Wellness is a Thai beauty and wellness group bringing together a family of brands: Aura Bangkok Clinic, Aura Xpress Clinic and AURASOL. The group combines doctor-led clinical care, an accessible express-clinic format and traditional Thai wellness, serving both Thai and international clients across 31 locations nationwide — 20 Aura Bangkok Clinic branches, 10 Aura Xpress Clinic branches and one AURASOL location. Its flagship brand, Aura Bangkok Clinic, was established in 2016 and has delivered more than 100,000 treatment cases to date. Aura Wellness's stated vision is for Thailand to be recognized as the world's leading beauty and wellness destination.

Chanyarat Wangchanachai

AURA WELLNESS CO., LTD.

+66 2 024 2222

Marketing@aurabangkokclinic.com

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