



Pre-Reading questions

Discuss these questions in pairs.

1. What is cosmetic tourism?
2. What are some of the risks involved?
3. Why is cosmetic tourism increasingly popular?

What are your thoughts?

考えましょう

1. Cosmetic surgery is worth the cost.

Agree

Disagree

2. It's better to travel to a different country and pay less

Agree

Disagree

3. The professional benefits outweigh the personal risks.

Agree

Disagree



Cosmetic Tourism

Medical treatment typically used to be a local affair. Now, it is a systematically globalized business. Since 4,000 B.C.E., aesthetic journeys have been made to therapeutic, mineral-rich hot springs known for their health benefits. In ancient times, health spas sprang up in Switzerland, Greece, India and Rome. Maintaining a healthy lifestyle and youthful appearance remain just as important today as they were 6,000 years ago.

The healing waters of the past were the predecessors of future cosmetic tourism. Cosmetic tourism combines medical procedures with a vacation in an attractive destination such as Mexico or Thailand. Why do people spend so much time and money trying to look their best? Research indicates that being attractive has its perks. Attractive people are more likely to be hired for a job. Good looks are also associated with positive characteristics such as trustworthiness, intelligence, prosperity, and authority.

Economic incentives thus make people flock to foreign countries for cosmetic procedures. Breast augmentation, rhinoplasty, and eyelid surgery can cost 50%-70% less than in their home countries. According to the International Society of Aesthetic Plastic Surgery, over 27 million people traveled abroad for cosmetic operations in 2016—86.2% of whom were women. The Organization for Economic Cooperation and Development (OECD 2021) forecasted an annual increase of 25% in the next ten years.

While medical procedures can be far less expensive abroad, there are some downsides. Most insurance companies will not cover cross-border operations, forcing travelers to pay out-of-pocket. Post-operative care can be poor and can lead to infections and even death. In some cases, patients experience medical malpractice that leaves them permanently disfigured or needing corrective surgery.

Despite these pitfalls, foreign markets are benefiting in cosmetic tourism. New cosmetic surgery centers are popping up worldwide, and insurance carriers are offering cross-border health plans. India offers a medical visa (MED Visa) for medical procedures with travel insurance. Bookimed is a medical tourism agency that pairs patients with all-inclusive packages for medical care overseas. Such developments should make foreign medical treatments more appealing. After all, cultural knowledge and language skills are needed to secure international customer satisfaction. These factors are often neglected by cosmetic tourism providers. When the fulfillment of these requirements can be promised and delivered, it will enhance the business of a nation.

Cosmetic surgery can make you look beautiful; not make you feel beautiful.

Anonymous

Vocabulary List. (辞書必要、必ず辞書を参照してください)

No.	Word	Definition	Definition in my language	Synonyms
1	systematically (adv.)	i	組織的に	carefully
2	therapeutic (adj.)	e	治療効果のある	medicinal
3	mineral-rich (adj.)	h	ミネラルが豊富な	natural resources
4	incentive (n.)	g	動機	favor, motivation
5	augmentation (n.)	b	増加	expansion, increase
6	aesthetic (adj.)	j	美的な	attractive, lovely
7	post-operative (adj.)	c	手術後の	checkup, treatment
8	infection (n.)	a	感染	disability, disorder
9	popping up (v.)	d	急に現れる	arriving, coming
10	provision (n.)	f	供給	arrangement

Definition

- attack or growth of germs in the body
- expanding in amount, value, size
- relating to the period/process following a surgery/operation
- to appear without warning
- having a positive effect on the body or mind
- the act of providing, or making previous preparation
- makes someone want to do something or work harder
- containing a lot of minerals/naturally occurring rich substances
- in an organized manner
- concerned with beauty, artistic impact, or appearance

Vocabulary Review

Fill in the blanks with the words from the box below. Change the form of the words if necessary.

1. systematically	2. therapeutic	3. mineral-rich	4. incentive
5. augmentation	6. aesthetic	7. post-operative	8. infection
9. popping up	10. provision		

- Kent teaches mathematics 1. systematically and thoroughly.
- Buying Hokkaido 3. mineral-rich mountains are one of the new sources of Investment.
- Once again, people realized yoga as a 2. therapeutic tool for healing.
- Knowledge 5. augmentation is a continuous process for humankind.
- Bonus payment is an emotional 4. incentive to get work done.
- Doctors are trying to trace the source of 8. infection.
- The 10. provision of saving is also required for future and early retirements.
- A 7. post-operative stay is essential after significant surgery to monitor a patient.
- Please select the option you prefer from the 10. provision.
- Would you mind giving me your 6. aesthetic opinion for my necktie?

Idioms about Cosmetic Tourism

Idioms	Meaning
look like a million dollars	You look wonderful
all skin and bone	very thin or unattractive and unhealthy
be dressed to kill	wearing very fancy or attractive cloths, very well dressed up

Please choose the correct idioms from above.

- Always being dressed to kill makes her everyone's heartthrob.
いつも魅力的な服装をしていいるのが、彼等は皆の小説的の的である。
- When you are self-confident, you look like a million dollars.
自信があるときは、見た目もとても素敵に見える。
- She is all skin and bone after her illness.
病気のあと、彼女は骨と皮ばかりにやせ細ってしまった。

Interesting facts (Cosmetic Tourism)

- "Plastic" in plastic surgery is derived from the Greek word *plastikos*, which means "to form or mold."
- The first plastic surgery procedures recorded in history date back to ancient India.
- In Latin America, finding a plastic surgeon is as easy as finding a hairdresser.



Check your Understanding

Answer the following questions about the reading passage.

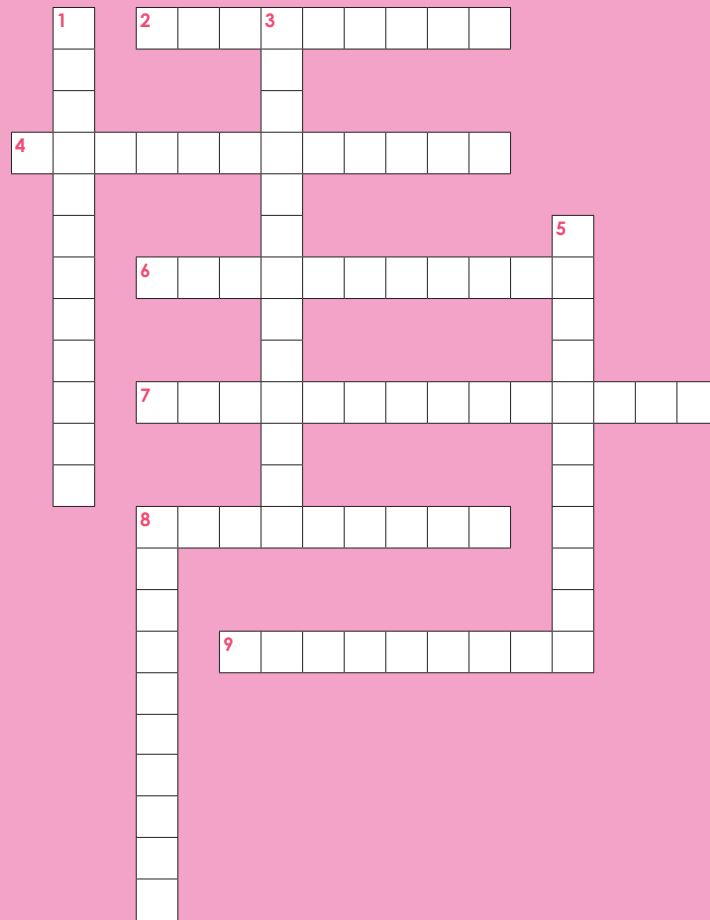
- What is the main idea?
 - ☒ (a) Traveling for cosmetic enhancement
 - (b) Traveling for meditation and enlightenment
 - (c) Traveling to tropical beaches
- When did the practice of aesthetic journeys first begin?
 - (a) In the spring of 2020
 - (b) 1,000 years ago
 - ☒ (c) In 4,000 B.C.E.
- Where do people often travel for cosmetic procedures?
 - (a) Myanmar
 - ☒ (b) Thailand, Mexico and India
 - (c) Kamakura
- Why do people travel for cosmetic surgery?
 - ☒ (a) To improve their physical appearance
 - (b) To enjoy exotic food
 - (c) To get promotions at work
- Who is most likely to travel for cosmetic surgery?
 - (a) Married couples
 - (b) People over 50
 - ☒ (c) Women

Writing about the Article

Answer each question based on the reading passage.

- What is the meaning of "soft skills?"
Communication, language ability, cultural understanding, and interpersonal skills.
- How are insurance companies changing their policies to attract more travelers?
They are starting to offer cross-border health plans and travel insurance that includes medical procedures.
- Why is it advantageous to look attractive?
Attractive people are more likely to be hired and are perceived as trustworthy, intelligent, and successful.

Cosmetic Tourism



Across

- 2 New cosmetic surgery centers are _____ worldwide.
- 4 Abroad, Surgeries like breast _____ and rhinoplasty can cost 50%-70% less.
- 6 _____ hot springs were known for their health benefits.
- 7 Medical treatment is a _____ globalized business.
- 8 Economic _____ prompts people to flock to foreign countries.
- 9 The healing waters of the past prefigure the _____ journeys of future.

Down

- 1 Fulfillment of soft skill _____ can enhance a nation's soft power.
- 3 India offers travel insurance to cover the cost of _____ care.
- 5 Since 4,000 B.C.E., aesthetic journeys have been made to _____ hot springs.
- 8 Travel insurance (offered by India) helps to deal with post-operative _____.

WORD LIST

AESTHETIC	INFECTIONS	POSTOPERATIVE	THERAPEUTIC	AUGMENTATION
MINERALRICH	REQUIREMENTS	INCENTIVE	POPPINGUP	SYSTEMATICALLY