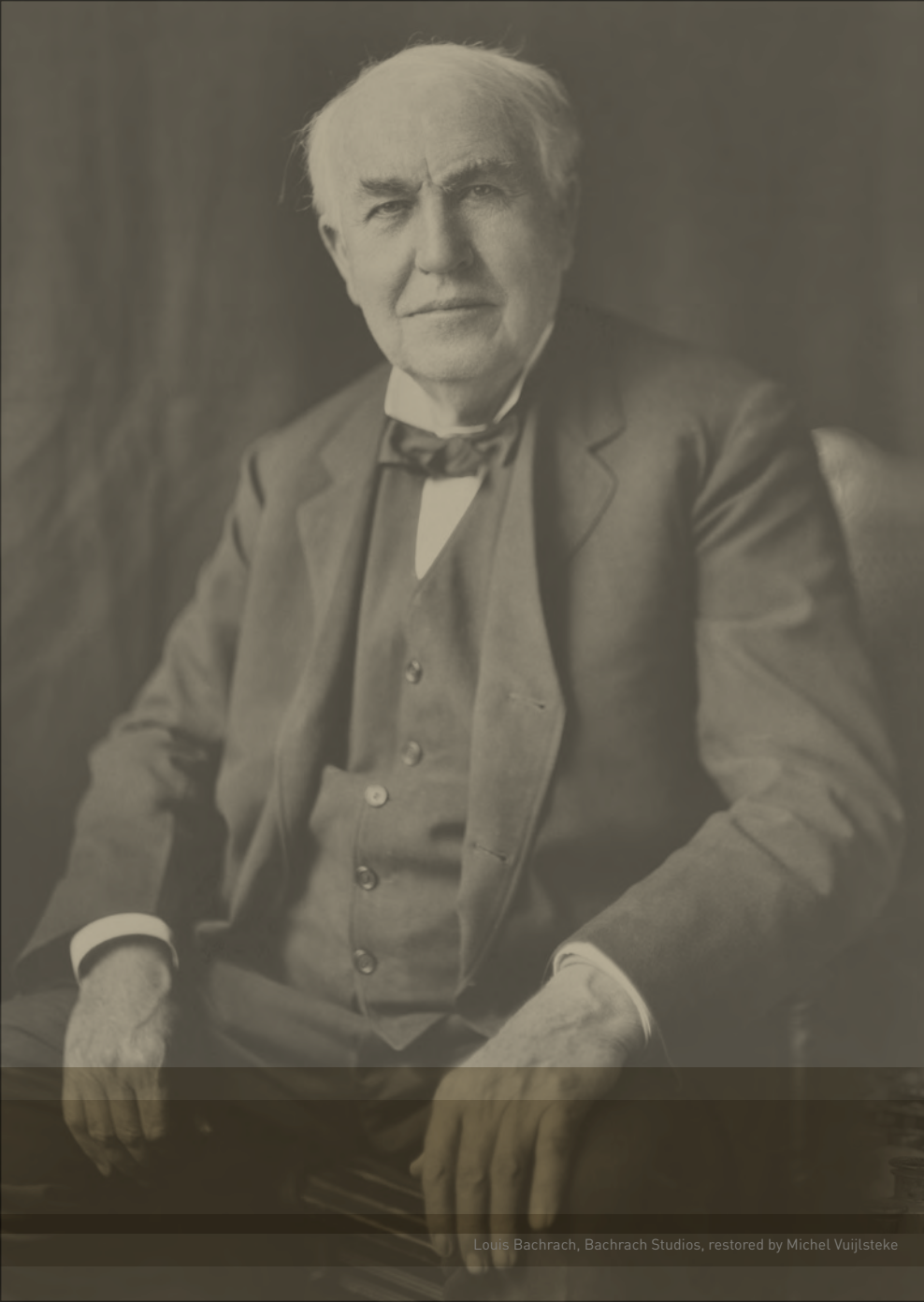




*Phaun*



# THE VISION...

“

The doctor of the future will give no medicine, but will interest her or his patients in the care of the human frame, in a proper diet and in the cause and prevention of disease.

—Thomas Edison

”





# IS NOW A REALITY.

“ In establishing Chaum, I have realized a dream — truly personalized, integrated healthcare designed to slow the aging process through the prevention of today’s disease. This is the future, today.

—Dr. Kwang Yul Cha

## Kwang Yul Cha, MD

Founder and Chancellor of CHA Health Systems, a global healthcare enterprise which owns and operates Hollywood Presbyterian Medical Center, the largest privately owned hospital in Los Angeles county, twelve general hospitals throughout Korea, as well as two fertility treatment and anti-aging research centers in Korea and the United States

Founder of CHA University in Korea and of the country’s first graduate school of alternative medicine

Visiting professor at Columbia University

Pioneered the world’s first successful pregnancy and birth through in vitro maturation of human immature oocytes

Pioneered the world’s first successful birth with frozen oocytes using EM grids

CHA Health Systems established the world’s first commercial ovum bank

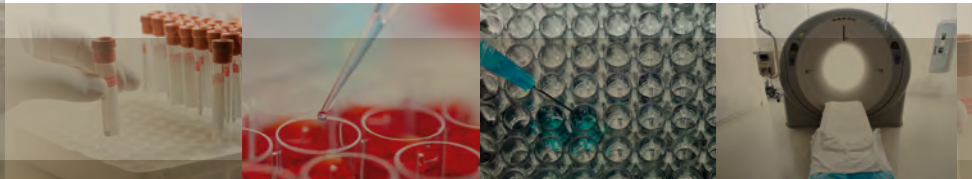
Author of numerous books, medical reviews and over 200 articles and papers published in medical journals

Recipient of more than 10 Prize Paper Awards conferred by the American Society for Reproductive Medicine, the International Federation of Fertility & Sterility and the European Society of Human Reproductive Endocrinology for his authorship of selected journal articles & papers

Distinguished guest speaker at over 80 international medical conferences and symposiums

Founder and President of Asia’s first and most notably recognized society for fertility


Founder of CHA Bio & Disotech, Korea’s leading stem cell research facility and one of the leading facilities of its kind in the world





We invite you to explore an extraordinary  
new experience of life, luxury and ideal health.

Introducing *Chaum*

A photograph of a modern staircase. The staircase is made of light-colored stone steps and is set against a wall of light-colored stone. To the right of the staircase is a wall made of a dark wood lattice. The lattice is made of vertical and horizontal slats, creating a grid of small squares. Light is filtering through the lattice, creating a pattern of light and shadow. In the top right corner, there is a faint, white, stylized graphic of a molecular structure with atoms and bonds.

More than a medical clinic.  
More than a destination spa.  
More than an urban club.

# Chaum is a Life Center

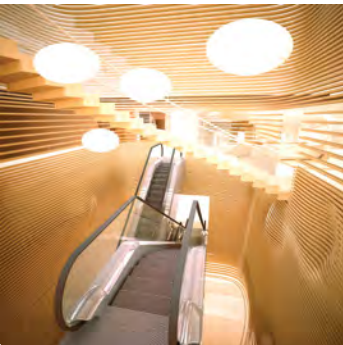
Meditation Staircase

Chaum is the new global destination for the integration of health, beauty and youthful-aging therapies.

## A World First

Treat yourself to a place where the world's elite doctors and therapists dedicate themselves to the creation of a plan specifically personalized for you.

Indulge in the most sensuous and alluring spa the world has to offer and change your life through personal nutrition, exercise and Stem Cell cosmetic programs formulated to help you achieve a full body experience.



Foyer



Members' Concierge



Main Concourse



Diagnostic Center



Chaum

# The Chaum Difference

Based on your individual diagnostic profile, you benefit from the unique application of the finest therapies from around the globe in combination with the world's most advanced medical science.

It's all customized to you and your needs—and it's all under the direct supervision of your personal Chaum physician.





Chaum combines the finest therapies from around the world with advanced medical science, **all customized to your personal profile.**

- Advanced Medical Analysis
- Genetic Testing
- Cellular Testing

**PERSONALIZED  
DIAGNOSTIC PROFILES**

- World Class Medical Science
- Modern & Traditional Medicine
- Comprehensive Approach

**INTEGRATED MEDICAL TREATMENTS**

- Youth & Beauty
- Augmentation
- Rejuvenation
- Stem Cell Bank

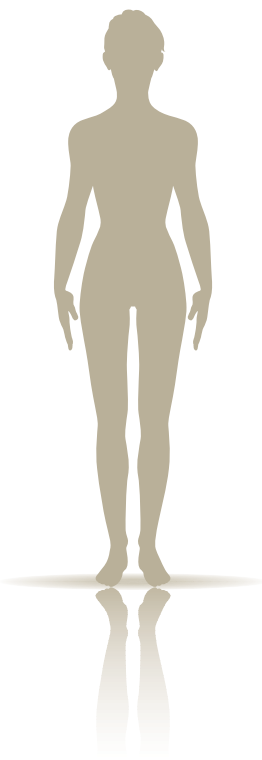
**ADVANCED STEM CELL BASED THERAPIES**

- Doctor Supervised
- Personalized & Customized Selection from Over 70 Programs
- Alluring Ambiance
- Multi-National Therapies

**THERAPEUTIC SPA**

- Medically Supervised Fitness and Spa Therapies
- Customized Cuisine and Tea Therapy
- Training and Education

**HEALTHY LIFESTYLE**





# Discover the Path to Aging Youthfully

Chaum begins with the most thorough and unique diagnostic review available in the world – advanced scanning, cellular testing, genetic analysis and more, performed in the comfort, serenity and relaxation of your private room.

Select your personal manager from Chaum's elite team of doctors to further customize an individual treatment and therapy profile.



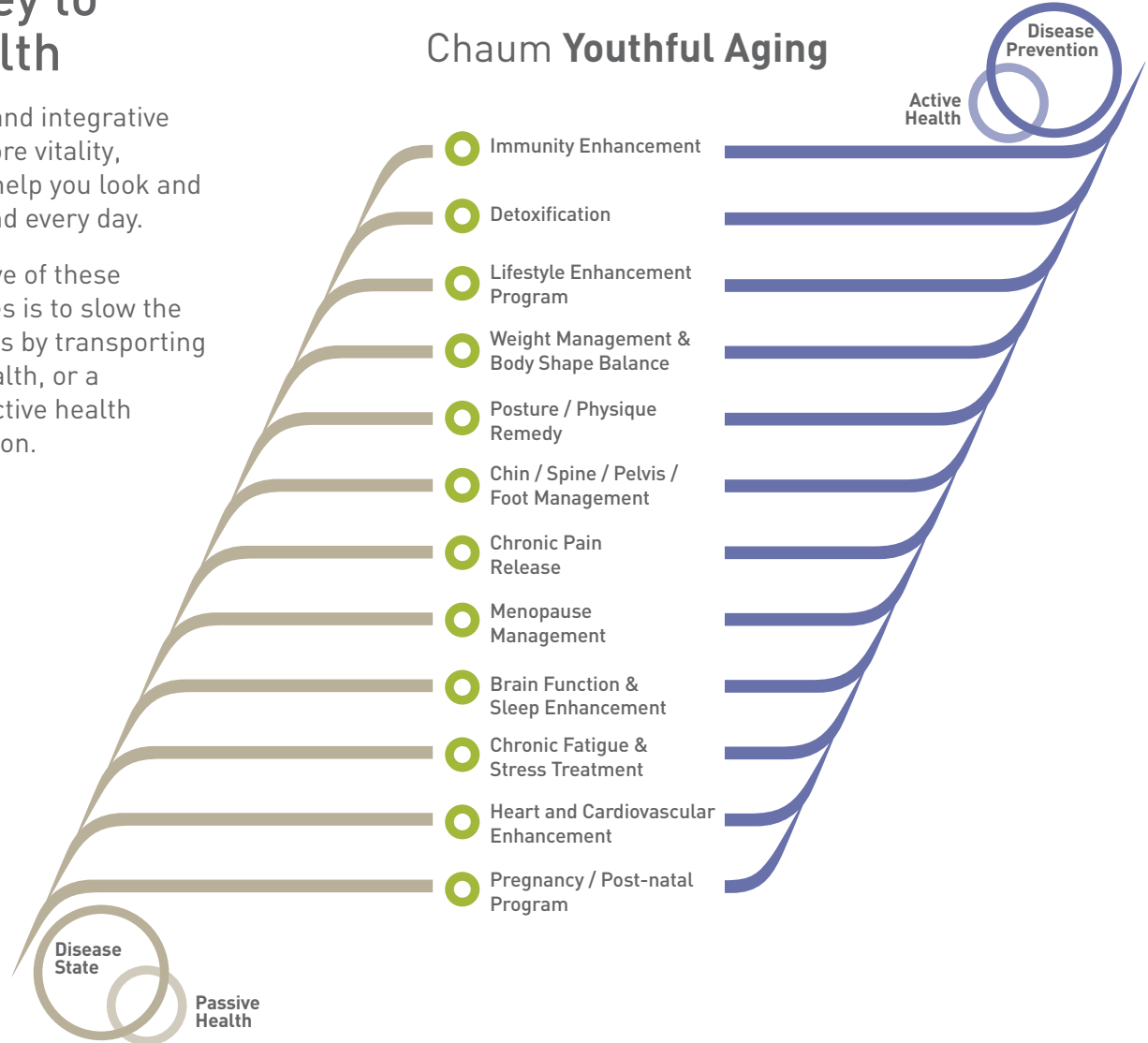
Revitalizing Couples  
Body Program

# The Journey to Active Health

Chaum's programs and integrative techniques will restore vitality, awaken beauty and help you look and feel youthful each and every day.

The singular objective of these integrated techniques is to slow the natural aging process by transporting you from passive health, or a disease state, into active health and disease prevention.

## Chaum Youthful Aging

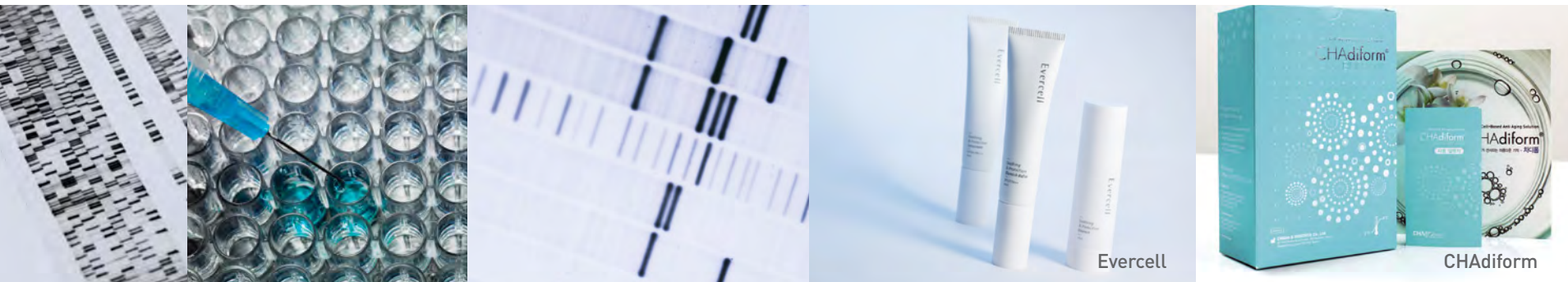


A close-up photograph of a woman's face, eyes closed, being gently held by two hands. A white DNA double helix graphic is overlaid on the left side of her face. The background is a soft, warm light.

# Extraordinary Stem Cell Treatments

## Change The Way You Age

Chaum is the new global destination for the world's most advanced stem cell based therapies. With our exclusive Evercell, CHAdiform and Bio-Insurance technologies, you can defy aging, awaken beauty and store your own stem cells for future use in conquering disease.



## Evercell

### DEFY AGING

with stem cell based cosmetic treatments. Derived from a conditioned medium and harvested from stem cells, Evercell's dual youth rejuvenating mechanisms allow for the purification of skin and improved elasticity by promoting skin cell recovery through the combination of increased collagen production and fibroblast proliferation.

Cell-Based Anti Aging Solution

## CHAdiform®

### AWAKEN BEAUTY

and revitalize skin through biological innovation. CHAdiform provides a safe, effective and long lasting way to revitalize the skin. Through the injection of your own collagen stem cells, physicians are able to promote wrinkle reduction, restoration of a full and healthy looking face and body augmentation.



Bio Insurance

### ENSURE FUTURE HEALTH

for you and your family for generations through Chaum's Bio-Insurance Stem Cell Bank. Chaum Bio-Insurance provides a secure and private setting for skilled physicians to obtain and bank your stem cells for years to come.



Chaum's stem cell innovation is fueled by CHA Health Systems, housing the world's leading stem cell researchers and scientists within the world's best development facility and working in conjunction with leading medical schools and hospitals.



TheraSpa Members'  
Couples Studio

TheraSpa combines Eastern and Western medical science to customize your therapy programs.

# TheraSpa

## Luxury Meets Science

TheraSpa is one of the world's premier urban destination spas. It also serves a specific medical purpose. With more than 40 medical professionals and spa specialists on staff and over 70 programs available, each luxurious therapy is specifically designed to support your Chaum diagnostic profile.



# TheraSpa

Choose from over 70 Programs.

## Turkish Mineral Hammam

Stemming from the traditional, holistic Turkish bath ritual, body relaxation is initiated on a warm, heated marble bed while a rejuvenating Turkish mineral salt body polish infused with lemon, lime and eucalyptus helps to soothe and heal the skin.

## Waterfall Vichy

Originated in France, your muscular, nervous, and lymphatic systems are stimulated by a purely therapeutic hydro massage.

## Thermal Capsule Spirulina

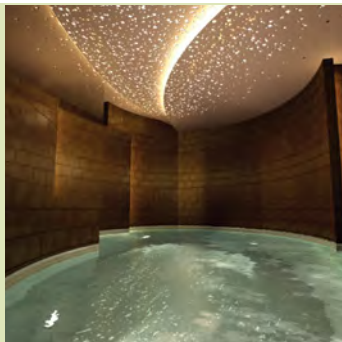
Engulf yourself in warmth and relaxation within total privacy while your skin and body are infused by an aromatic steam vichy to remove toxins and stimulate metabolism.

## Manual Lymphatic Drainage Massage

Superficial skin massage stimulates the lymph nodes located just below the surface of the skin to detoxify, stimulate fluid circulation and boost the immune system.

## Deluxe Caviar Facial

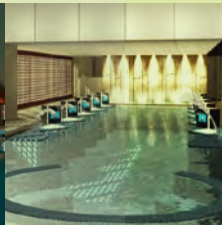
An exquisite and deeply nourishing facial program that combines caviar extract, rose flower oil, co-enzyme-A and the Chinese firming botanical Chai Hu to firm, brighten, refine and energize the skin.



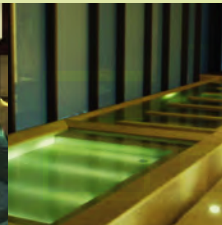
Watsu



BeneFit Lap Pool



Bade Pool



Hammam Baths



Aqua Therapy



## Massages

- Signature Organic Aromatherapy
- Aromatic Stone Massage
- Herbal Pinda Infusion
- Hawaiian Lomi Lomi
- Hot Shell Foot & Clear Head
- Thai
- Deep Tissue Release

## Body Polishes

- Chamomile Body Polish
- Blackstone Exfoliating Body Polish
- Turkish Mineral Body Polish
- Hammam Turkish Mineral
- Vichy Turkish Mineral

## Body Envelopment

- Moor Mud
- Spirulina
- Thermal Capsule Spirulina

## Facials

- Deluxe Caviar Facial
- Organic Aromatherapy Facial
- Post Medical Soothing Facial
- Manual Lymph Drainage Facial
- Antioxidant Vitamin C Facial
- Correcting Repair Facial
- Eye Rescue

## Baths

- Chamomile
- Aromatic Soothing
- Thermal Mineral & Eucalyptus
- Thalasso Eucalyptus
- Reflex Zone
- Pine Foot Massage
- Luxury Caviar Hands & Feet
- Refreshing Foot Bath & Massage

# Healthy Lifestyle





The Chaum experience is truly integrated, offering food and fitness programs customized to your diagnostic profile and supported by doctors.

## Food & Tea Therapy

Enjoy personalized gourmet cuisine at the world-class Les Trois restaurant where menus are designed by doctors, nutritionists and leading chefs.

Experience the art and science of tea therapy at CHA IN CHA with therapeutic teas blended and brewed to your individual needs.

Learn the ingredients and preparation techniques that are right for you to continue your therapy at home.



CHA IN CHA  
Tea Therapy



Les Trois  
Restaurant



One of the world's most technologically and medically advanced fitness centers.

## Enjoy the BeneFit Fitness Complex

Optimize your health at one of the world's most technologically and medically advanced fitness centers.

With programs designed to meet your specific diagnostic profile and weight and fitness goals, your progress is measured scientifically through biofeedback systems and reviewed with you by your fitness team.

- **Exercise Under Direct Medical Supervision**
- **One On One Training**
- **Pilates**
- **Yoga**
- **Steam Rooms and Saunas**
- **Golf Instruction**
- **Indoor / Outdoor Pool**
- **Sky Gate Outdoor Meditation Garden**



Indoor /  
Outdoor Pool



Pilates





Golf  
Instruction

BeneFit Fitness Lap Pool

Healthy Lifestyle

# Discover the Magic of Seoul



This revolutionary vision of healthcare for the 21st century resides in the heart of Seoul, South Korea – a city larger than New York, older than London and as luxurious as Paris.

Practice Zen meditation at an historic Buddhist temple and experience the traditional culture and music of ancient dynasties while becoming intimate with one of the most modern cities in the world. Enjoy Western theatre, beautiful symphony and operatic performance along with stylish jazz and the works of new emerging artists. Then shop the world's leading boutiques just blocks away from Chaum.

Stay in pampered comfort and style at five star hotels and experience the extraordinary cuisine and vibrant nightlife of one of the world's greatest cities. Heal yourself in luxury by day at Chaum and emerge with enlightened vitality to explore the wonders that Seoul has to offer.

**Seoul is easily accessed by direct flights from New York, Los Angeles, San Francisco and most other major cities in North America, Europe and Asia.**

Seoul is larger than New York, older than London, and as luxurious as Paris.







# EXPERIENCE THE FUTURE OF HEALTHCARE TODAY.

Chaum. The world's first Life Center.  
A reinvention of health and healthcare.  
A global movement in the making.  
And an experience that will not only last  
a lifetime, but extend your life as well.

*Chaum*

# Chaum Programs, Diagnostics and Therapies

## Youthful Aging

- Premium 10 Cancers Screening
- Whole Body + MRI
- Whole Body + PET CT
- NK Detection Analysis
- NMS (Neuro-Musculo-Skeletal Analysis)
- Tissue Mineral Analysis (TMA)
- Salivary Hormone Assay
- Esthetic Diagnosis
- Weight Management & Body Shape Balance
- Menopause Management
- Posture / Physique Remedy
- Chin / Spine / Pelvis / Foot Management
- Chronic Pain Release
- Brain Function & Sleep Enhancement
- Heart & Cardiovascular Enhancement
- Chronic Fatigue & Stress Treatment
- Pregnancy-Postnatal Management

- Immune Enhancement
- Detoxification
- Personal Manager

## TheraSpa

- Turkish Mineral Hammam
- Thermal Capsule
- Vichy Shower
- Ayurveda Program
- Thai
- Herbal Pinda Infusion
- Hydro Therapy
- Lifestyle Programs
- Spa Wellness Programs
- Water-Based Therapy
- Medicinal Programs

## Massages

- Signature Organic Aromatherapy

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- Herbal Pinda Infusion
- Hawaiian Lomi Lomi
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- Thalasso Eucalyptus
- Reflex Zone
- Pine Foot Massage
- Luxury Caviar Hands & Feet
- Refreshing Foot Bath & Massage

## TheraSpa Clinics

- Eastern Spine Correction (Qigong Tuina)
- Brain & Body Balance
- Body Shape Clinic
- Chronic Pain Clinic

## Stem Cell Based Therapy

- Evercell Skin Care
- CHAdiform
- Bio-Insurance
- Cell Recovery

## Healthy Living

- BeneFit
- Personal Training
- Pilates
- Golf Instruction Clinic
- Yoga

- Group Classes
- Sky Gate Outdoor Garden
- Exercise Pool (Indoor / Outdoor)
- Sauna / Bath
- Weight Training
- Treadmills
- Elliptical
- EMC (Eight Constitution Medicine)
- Food & Tea Therapy
- Les Trois Restaurant
- CHA IN CHA Customized Tea
- Dreamer's Capsule
- Obesity & Bodyline Clinic
- Neuro-Musculoskeletal Clinic

*Chaum*  
chaumlife.com