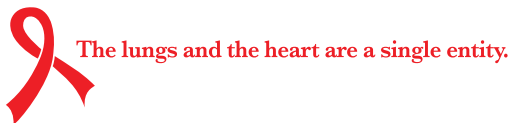


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# “The Foremost Industry in the Next Generation will be Korean Medicine.”

Possible to eliminate the root of the disease that modern western medicine cannot  
Prevention and treatment of diseases possible with healthy tonsils and lungs



Dr. Seo Hyo-seok, the director of Pyunkang Korean Medicine Hospital and expert of treating atopic dermatitis, rhinitis, and asthma.

*Dr. Seo Hyo-seok, the director of PyunKang Korean Medicine Hospital, emphasized that, “although chemical medicine has dominated the world market until now, the doors to the medical food are now being opened. There is nothing more precious than health. Therefore, the potential for the medical food market is unlimited, even more so than the automobile, mobile phone and airplane market. If people throughout the world were to be graced with improvement and complete cure of diseases by improving their immunity with outstanding the medical food, they will no longer look for chemical drug but, rather, resort to the medical food. We must expand into the global market with the medical food that contains specialized efficacies of the Korean medicine that cannot be found in the western medicine.”*

“Korean medicine will be the next Korean Wave industry.” Dr. Seo Hyo-seok (68), the director of Pyunkang Korean Medicine Hospital said in confidence. Dr. Seo claimed, “The world is starting to pay more and more attention to the Korean medical practices, approaching and curing conditions from their root causes.” He said, “Globalization of Korean medicine is dawning, step by step.”

## Q) What does ‘Pyunkang’ mean?

A) It consists of two Chinese characters signifying that all parts of the body will be maintained healthy only when the tonsils remain healthy. Healthy lungs are what I emphasize the most. When pulmonary function is improved, tonsils become strong and healthy as well. Strong tonsils treat and prevent a number of diseases. The general public is not aware of the importance of the tonsils. However, the key to health lies within the health of the tonsils. When the tonsils are healthy, the lymphocytes are able to carry out their duties of preventing rhinitis and asthma, as well as recurrences of the common cold.

## Q) How did you become interested in the treatment of atopic dermatitis, rhinitis, and asthma?

A) I spent my early childhood with the belief that tonsillitis is a divine punishment. By the time I was a novice doctor, I visited the otorhinolaryngologist to treat my tonsillitis and, as a medical practitioner myself, I was embarrassed and became determined to treat the disease myself. That is how it began. Then I came to realize, through the process of treating numerous patients, that rhinitis, asthma, and atopic dermatitis have the same root.

## Q) What aspects does Korean medicine have that the western medicine does not?

A) Western medicine concentrates on symptomatic treatments. That is, it focuses on alleviating symptoms rather than eradicating the causes. On the other hand, Korean medicine is based on treating the fundamentals, the roots of the diseases. For example, western medicine prescribes drugs for high blood pressure and diabetes; but these drugs have to be taken permanently because the very root of the disease will still remain. However, Korean medicine seeks to eliminate the causes and is inclined toward treatments which do not require the patients to take medicine continuously.

## Q) How do other countries react to Korean medicine?

A) Responses are great. Word on the seminar I held in Vietnam has spread and I am receiving inquiries and invitations from several other countries, like India. Pyunkang Korean Medicine Hospital had over three hundred patients visit from China last year and I anticipate this number will exceed a thousand this year, and three thousand by next year.

## Q) What is the biggest difficulty in globalization of Korean medicine?

A) There is absolute shortage of theses because it is the thesis that supports all aspects and assertions made in medical

science. No matter how effective a drug is, it will not be recognized as such unless there are objective evidential data to scientifically support the efficacies of the said drug. However, It is possible to offer practical treatment effects that are beneficial to the health of human kind by newly developing treatment principles through consolidation of the common knowledge that we already have in order to realize the dream that we have not been able to do in this era of omnipotence of theses. Although the world had already produced more than 200 Nobel laureates in medicine so far, rhinitis, asthma and atopy are still perceived as incurable diseases, and pulmonary emphysema, bronchiectasis and pulmonary fibrosis still remain as tasks not solved. I began with the common knowledge that common cold, stress and smoking are the fundamental cause of all diseases, which everyone is aware of, and have been exploring the domain of new treatment for disease by making ceaseless inquiries and investigation on these issues.

## Q) What do you mean by the domain of new treatment that began with common knowledge?

A) Common cold that everyone suffers at least once a year is the fundamental cause of all diseases. It is a common knowledge that everyone in the world is aware of. Common cold is a disease of respiratory system, which is composed of nose, bronchial tubes and lung. Lung plays the core role in the respiratory system. If common cold is not being treated in timely manner, it will be aggravated and progress into nasal cold, sore throat, bronchitis and eventually to pneumonia. Ultimately, weakening and deterioration of the pulmonary functions, which is the root cause of all diseases, is the cause of the common cold. What about smoking? It is the universal cause of polluting the lung that induces countless number of diseases. Stress, which is also known as the cause of all diseases, is in fact the accumulation of heat in the lung. Continued accumulation of heat in the lung stimulates secretion of stress hormone, thereby increasing the concentration of cortisol in the blood, which deteriorates the pulmonary function and induces manifestation of a wide range of diseases that will eventually progress into se-

vere diseases. Therefore, the treatment method is quite simple. We simply have to cleanse the lung. If the lung is thoroughly cleansed with Pyunkang-Hwan, which is manufactured by mixing more than 10 herbal medicines with proven efficacy in treating the lung at ‘golden proportions’, lung capacity will increase and the pulmonary functions will be activated to make the tonsil, the most important lymphatic gland in our body, healthy. The tonsil with improved health will restore the health of all the lymphatic glands of our body and equip ourselves with the best and optimal immunity. Ultimately, it is not the drug but rather one’s fortified immunity that cures the diseases. Lung overflowing with vitality by getting rid of the heat accumulated in all the corners of the alveoli will effectively prevent common cold and eradicate the roots of rhinitis and asthma. New principle that transcends the common knowledge that we were aware of thus far was born. I was able to cure 50,000 rhinitis patients, 40,000 atopy patients and 33,000 asthma patients with this new principle based on the common knowledge. Moreover, numerous patients with severe pulmonary disorders including 10,000 patients with pulmonary emphysema, 10,000 patients with pulmonary fibrosis and 12,000 patients with bronchiectasia I treated are currently carrying on with their normal daily life activities with excellent health. Through the countless cases of treatment I have performed, I have clear and definitive realization that these diseases can be cured with very high success rates.

## Q) I recently read an article that viral infection of the respiratory system is rapidly spreading among the children in the USA and the government has issued emergency warning because of lack of appropriate medicine.

A) Western medicine continues to resort to symptomatic treatment that only alleviates the symptoms by means of analgesic, sedative, antibiotic and anti-inflammatory agents with chemical drugs as symptoms arise without being able to eradicate the roots of the diseases even until now. It is therefore inevitable that the vicious cycle of slight improvement in the symptom, followed by recurrence and aggravation of the diseases continues. As mentioned above, we need

to convert our frame of thoughts from treating our body with drugs to healing our body with the innate healing system we already have. For this purpose, we must put efforts in reinforcing the functions of the lung, which is the most important organ in our body. Once the pulmonary functions are reinforced, our discriminatory immune functions will also improve, which will fundamentally treat diseases by guarding our body against any viral infection. Our lung prefers ‘cleansing’ rather than expensive drugs. Once the lung is cleaned thoroughly with Pyunkang-Hwan, activated pulmonary functions will make the tonsil, the most important lymphatic gland in the body, healthier, which, in turn, will further activate all the lymphatic glands in the body, ultimately resulting in markedly improved immunity that fundamentally treats countless diseases. As in the case of the respiratory disease that swept through the USA, high fever produced by fatal virus is the utmost risk. Only healthy tonsil can prevent high fever and protect the children from the current rampant outbreak of enterovirus.



Pyunkang-Hwan is manufactured by mixing more than 10 herbal medicines with proven efficacy in treating the lung.

## Q) How many people in the USA are suffering from pulmonary diseases and how effective would your treatment be?

A) It is estimated that approximately 100 million people among the total population of 300 million in the USA are suffering from various pulmonary diseases and allergic disease including atopy, rhinitis and asthma, etc. From the perspective of prevention of common cold, the entire 300 million people in the USA could be seen as the potential client for my treatment. Continuous administration of Pyunkang-Hwan will fortify the tonsil to quite easily overcome the manifestation of common cold or other allergic symptoms during the in-between seasons. I have observed even quicker treatment results for the westerners and blacks perhaps due to the differences in the dietary culture. Following the special lecture on health I had for the foreign ambassadors in Korea from 18 countries and foreign correspondents in July this year, I presented one month portion of Pyunkang-Hwan to the ambassadors. The son of the ambassador from Angola, I was told, is already showing approximately 50% cure of his asthma only after a month although it normally requires 4 months of taking Pyunkang-Hwan for its effects to manifest in earnest.

## Q) Normally, Americans would think of Chinese medicine when oriental medicine is mentioned. Could Korean medicine be differentiated from Chinese medicine?

A) While the Chinese medicine has not seen any substantial changes over the last several thousand years in that it is based on the theories of Yin-Yang and five primary elements of the world, I have developed simple treatment principle of “cleansing the lung” with the belief that the lung is the most important organ in our body. As a result, I was able to cure tens of thousands patients not only with atopy, rhinitis and asthma but also pulmonary emphysema, bronchiectasia and pulmonary fibrosis. It is definitely differentiated with Chinese medicine as well as the existing Korean medicine. Although my treatments are fundamentally based on Chinese medicine and Korean medicine, its manifestation is the full blossom of the essences of oriental medical philosophy. It is forecasted that there are about 10 million Americans suffering from severe pulmonary diseases, which is approximately 3% of the total population of 300 million. Western medicine considers such severe pulmonary diseases as permanent pathological conditions and is grateful to sustain the current conditions of the patients without aggravation. On the contrary, I have successfully treated more than 30,000 patients with pulmonary emphysema, bronchiectasia and pulmonary fibrosis. With Continuous administration of Pyunkang-Hwan and efforts in aerobic exercises

over a period of about 18 months with peaceful state of mind, it is possible to achieve marked improvement even for the patients with severe pulmonary diseases, which can be observed under CT. With restoration of the health of the tonsil over a treatment period of 2 months, you can thoroughly overcome pneumonia without allowing common cold to be manifested any more. If you can prevent pneumonia, you can free yourself from the fear of death. Even after the completion of the treatment, continued maintenance to prevent feverish cold will ensure that your conditions will not aggravate any further. Meanwhile, your complexions will gradually and continuously improve with accompanying improvement in health.

## Q) Please share your opinion on the direction Korean medicine needs to proceed.

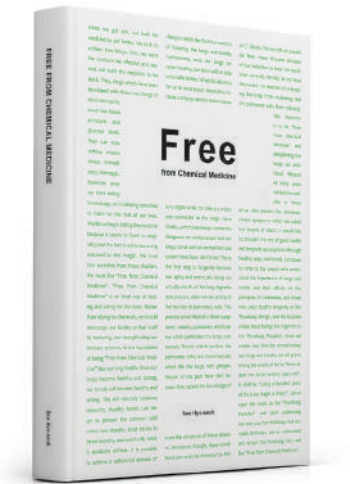
A) We must focus on becoming competitive with our abilities to treat diseases. Both the Korean medical doctors and western medical doctors have been fighting over the market share, rather than putting in the effort to promote the superior treatment methods. In order for Korean medicine to progress further, the only option is to broaden its domain into the treatment of incurable diseases.

## Q) When do you feel proud of your work?

A) When I see my patients happy. Unless I experience the sensation coming from seeing my patients actually get better, I would not be able to work over three hundred days a year. I have waged everything to dawning an era of healthy hundred-year lifespan. Right now, the survival rate to the age of hundred is 1:20,000 which I would truly love to see change. I want more people to make it to one hundred years and shall continuously strive towards this goal.



You can read the article titled “Steroids OUT” published in the mass media in the USA by capturing the QR code above with your smart phone.



<Free from Chemical Medicine> written by Dr. Seo Hyo-seok

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