

Korean firm Hugel appoints Suk-yong Cha as Executive Chairman and Chairman of Board

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Chairman Cha to take the lead in the global medical aesthetics industry

Hugel, a South Korea-based medical aesthetics company, has announced the appointment of Suk-yong Cha, former Vice chairman & CEO of LG Household & Health Care Co. (LG H&H), as Hugel's new Executive Chairman and Chairman of the Board.

Cha previously served as the CEO of LG H&H for 18 years from 2005 to 2022, while setting a record of 17 consecutive years of increasing sales and operating profits. In particular, he transformed LG H&H into the global beauty company by enhancing the portfolio of each business divisions through 28 important M&As and expanding the company's reach into global markets, including North America, China, and Japan.

In addition, Cha demonstrated his corporate management capabilities in various industries while serving as President & CEO of Procter & Gamble (P&G) Korea and President & CEO of Haitai Confectionary & Foods Co.

The appointment of Cha is expected to aid Hugel in becoming a global top-tier company. Based on his know-how in the field of aesthetics and experience of expanding into global markets, Hugel plans to accelerate its growth by improving the global strategy for its botulinum toxin, HA filler, and cosmetics and strengthening the development of new businesses.