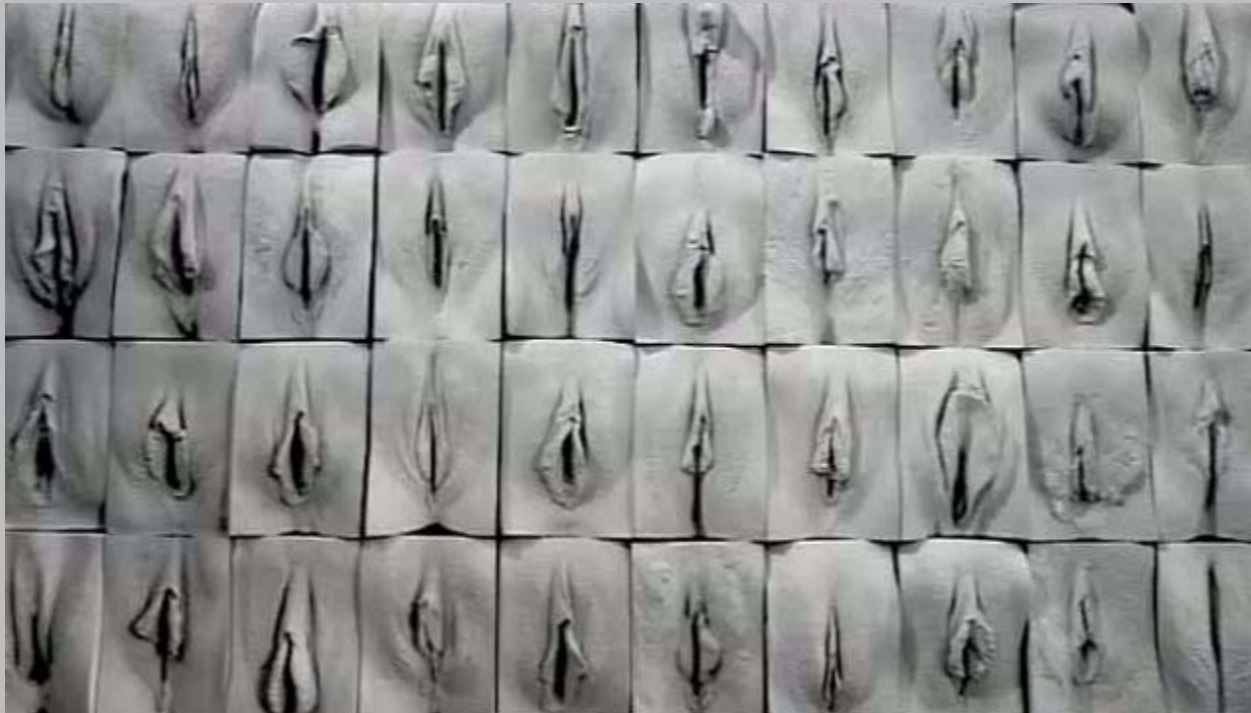




# **APPLICATIONS THAT SELL Part II**

<http://vimeo.com/4704237>



## The perfect vagina

The Highest Performance, Best Made Laser Systems in the World

# The perfect vagina ?



*The average heterosexual woman sees just one vagina in her life - her own*

*One family, together*

## What many women are worrying in connection with their vaginas?

**External Look : Shape , Hairiness, Color, Smell**

**Size: Externally (of labias, of mons pubis)**

**Size: Internally: too loose? too tight?**

<http://vimeo.com/4704237>

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CULTURE, HEALTH & SEXUALITY, 2001, VOL. 3, NO. 3, 263-277



*the f word*  
CONTEMPORARY UK FEMINISM

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## The perfectible vagina: size matters

VIRGINIA BRAUN and CELIA KITZINGER

With the construction of women's genitals as problematic, the 'private' female body becomes a site for potential improvement. Socio-cultural accounts of vaginal size in the West construct a tight (but not too tight) vagina as desirable, and a 'loose' vagina as undesirable. The importance of size is evident in contexts as diverse as slang, comedy, and surgical practices to tighten the vagina. After identifying the desirability of tightness, we analyse talk collected from women in individual and group interviews, and in undergraduate tutorials on intersex. In women's talk, we found a curious pattern: women identified the cultural desirability of a tight vagina, and noted negative uses to which this is put (such as the positioning of women with 'loose' vaginas as promiscuous). However, when women described their personal concerns about vaginal size, these were couched in terms of anxiety about being too tight. We argue that constructions of vaginal size are problematic because they create another site of bodily concern for women, and are used to control and abuse women. We suggest that they also reflect a disregard of women's sexual pleasure, and a lack of familiarity with the functions of the vagina.

[http://www.hawaii.edu/hivandaids/The\\_Perfectible\\_Vagina\\_Size\\_Matters.pdf](http://www.hawaii.edu/hivandaids/The_Perfectible_Vagina_Size_Matters.pdf)

[http://www.thefword.org.uk/features/2007/07/vagina\\_institute](http://www.thefword.org.uk/features/2007/07/vagina_institute)

## 'Honey! Your vagina needs a mint'

The Vagina Institute purports to provide a public service to curious women. But Samara Ginsberg detects a rather different agenda

Samara Ginsberg, 7 July 2007

How does your vagina compare to those of other women? Have you ever thought about it? Is it too big? Too hairy? Too ugly? Too smelly? Too loose? Well, you

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## Human Female Evolution

### EVOLUTION

From the dawn of time, human females have been evolving and changing with the passage of time. It is time to explore the female gender and what she brings to the world.



EVOLUTION: THE HUMAN FEMALE

### Quick Access

- [VAGINA SIZE](#)
- [CLITORIS SIZE](#)
- [LABIA SIZE](#)
- [VAGINA SLIT](#)
- [CLIT HOOD](#)
- [PUBIC HAIR](#)
- [VAGINAL ODOR](#)
- [EMBARRASSING](#)
- [WHAT MEN WANT](#)
- [INSECURITIES](#)
- [ODDITIES](#)
- [DESIGNER VAGINA](#)

## What Do You Think Of Your Vagina?



**FEMALE KNOWLEDGE**  
**Surveys for women**  
The following surveys are for women, to explore one's body and to understand...

Select a link

## What Do You Prefer From Vaginas?



**MALE KNOWLEDGE**  
**Surveys for men**  
The following surveys are for men, let women know what men prefer and want...

Select a link

### GENITAL SIZE, AN ORGAN HIDDEN IN MYSTERY



Does size matter, female genitalia have for too long been shrouded in mystery, until now. Learn about all aspects of size from the vaginal canal to the lips of the vagina.

### GENITAL APPEARANCE, THE UGLY VS. PRETTY



In real life we know that some female genitals are pretty and some are not. A woman's genes that will determine the attractiveness of her genitalia.

### WHAT TYPE OF VAGINAS DO MEN PREFER?



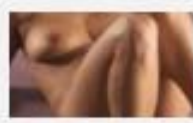
Very seldom do we hear men's opinion about their preference towards female genitals due to taboos, so what do they really want when it comes to vaginas?

### VAGINAL ODORS, SCENTS & SMELLS



Worried about the odor that your vagina is emitting? Do you know what women are doing to control their vaginal odors? Don't get caught with something fishy down under!

## Media Content



**Photographic Vaginas**  
Explore a world of vaginas, and see the variations that female genitalia have in size and shape.



**Videos of Vaginas**  
See various stages in female sexuality from orgasm to coitus and how the vaginas functions.







# Aesthetic Gynecology



877-4ABAGYN (4222496)

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**“Promoting the highest standards of Aesthetic Gynecology through education, information sharing, and approved surgical training.”**

**Welcome to the country's premiere certifying body for Aesthetic Gynecology**

Physicians and patients alike are encouraged to review this web site to learn, understand and share best practices in the field of Aesthetic Gynecology. Established in 2008, our organization serves to further the knowledge, understanding and thoughtful practice of this area of surgical specialization.

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## ABAGyn Recognized Nomenclature

The following is the list of standardized nomenclature recognized by ABAGyn. ABAGyn Fellows should use these terms, as defined, in describing physical findings and procedures related to aesthetic gynecology.

### Condition: Symmetric Multiparous Vault (SMV)

**Pronunciation:** [sim-et-trick mul-tip-are-us-valt]

**Description:** This is a normal condition. Women who have delivered a child vaginally or undergone the labor process typically have a larger vagina than women who have not delivered vaginally or undergone labor. A vagina (vault) that is larger, but maintains the same shape as the vagina typically found in women whom have not labored or delivered vaginally, is described as a Symmetric Multiparous vault. The Multiparous vault state is more common than the nulliparous vault state. SMV is often associated with Vaginal Relaxation Syndrome.

**Treatment:** This condition is only treated when associated with vaginal relaxation syndrome. When associated with Vaginal Relaxation Syndrome, it is treated with a surgical technique known as vaginal rejuvenation or restoration. This surgery is typically performed with a laser and the use of suture material should be kept to a minimum. The goal of the surgery is to decrease the size of the vagina and recreate the normal shape of the vagina often lost with childbirth and aging. It may take as long as three months following completion of the surgery for full reduction and reshaping to occur. This is because, in a successful rejuvenation procedure, new collagen continues to be deposited by the body's cells for months after the surgery.







## Condition: Asymmetric Multiparous Vault (AMV)

**Pronunciation:** [ae-sim-et-trick mul-tip-are-us-valt]

**Description:** This is a normal condition. Women who have delivered a child vaginally or undergone the labor process typically have a larger vagina than women who have not delivered vaginally or undergone labor. A vagina (vault) that is larger, but maintains the same shape as the vagina typically found in women whom have not labored or delivered vaginally, is described as a Asymmetric Multiparous vault. The Multiparous vault state is more common than the nulliparous vault state. AMV is often associated with Vaginal Relaxation Syndrome.

**Treatment:** This condition is only treated when associated with Vaginal Relaxation Syndrome. When associated with Vaginal Relaxation Syndrome, it is treated with a surgical technique known as vaginal rejuvenation or restoration. This surgery is typically performed with a laser and the use of suture material should be kept to a minimum. The goal of the surgery is to decrease the size of the vagina and recreate the normal shape of the vagina often lost with childbirth and aging. It may take as long as three months following completion of the surgery for full reduction and reshaping to occur. This is because, in a successful rejuvenation procedure, new collagen continues to be deposited by the body's cells for months after the surgery.

## Condition: Vaginal Relaxation Syndrome (VRS)

**Pronunciation:** [va]-un-in-ree-ik-sey-snuh n sin-drome]

**Description:** A condition defined by patient complaints of decreased friction with intercourse, and/or a sensation of vaginal looseness. This is typically associated with both the Symmetric and Asymmetric Multiparous Vault states.

**Treatment:** This condition is treated with a surgical technique known as vaginal rejuvenation or restoration. This surgery is typically performed with a laser and the use of suture material should be kept to a minimal. The goal of the surgery is to decrease the size of the vagina and recreate the normal shape of the vagina often lost with childbirth and aging. It may take as long as three months following completion of the surgery for full reduction and reshaping to occur. This is because, in a successful rejuvenation procedure, new collagen continues to be deposited by the body's cells for months after the surgery.

*One family, together*



## Condition: Hypoaesthesia Vagina

**Pronunciation:** [hahy-poh-es-thee-zhuh vuh-jahy-nuh]

**Description:** A condition defined by the patient complaint of decrease vaginal sensation.

**Treatment:** This condition may be treated with a combination of local and systemic bioidentical hormone replacement therapy combined with vaginal rejuvenation surgery.

## Condition: Dysaesthetica Genital Hiatus

**Pronunciation:** [dis-is-thet-ik jen-i-tl hahy-ey-tuh s]

**Description:** A condition defined by patient dissatisfaction with the size and shape of opening into the vagina.

**Treatment:** This condition is treated with a surgical technique known as hiatoplasty. Hiatoplasty may be performed with a common scalpel and suture but is best performed with more advanced, less traumatic laser procedures.

## Condition: Dysaesthetica Labia Majora

**Pronunciation:** [dis-is-thet-ik ley-bee-uh muh-jawr-uh]

**Description:** A condition defined by patient dissatisfaction with the appearance of her labia majora (outer labia).

**Treatment:** This condition is treated with a surgical technique known as labia majoroplasty. Labiaplasty may be performed with a common scalpel and suture but is best performed with more advanced, less traumatic laser procedures.

## Condition: Dysaesthetica Labia Minora

**Pronunciation:** [dis-is-thet-ik ley-bee-uh mi-nawr-uh]

**Description:** A condition defined by patient dissatisfaction with the appearance of her labia minora (inner labia).

**Treatment:** This condition is treated with a surgical technique known as labia minoroplasty. Labiaplasty may be performed with a common scalpel and suture but is best performed with more advanced, less traumatic laser procedures.





## Condition: Dysaesthetica Perineum

**Pronunciation:** [dis-is-thet-ik per-uh-nee-uh m]

**Description:** A condition defined by patient dissatisfaction with the appearance of her perineum (space between the vagina and anus).

**Treatment:** This condition is treated with a surgical technique known as perineoplasty. Perineoplasty may be performed with a common scalpel and suture but is best performed with more advanced, less traumatic laser procedures.

## Condition: Dysaesthetica Prepuce

**Pronunciation:** [dis-is-thet-ik pree-pyoos]

**Description:** A condition defined by patient dissatisfaction with the appearance of her prepuce (skin covering the clitoris).

**Treatment:** This condition is treated with a surgical technique known as prepuceplasty. Prepuceplasty may be performed with a common scalpel and suture but is best performed with more advanced, less traumatic laser procedures. This procedure must be performed with the greatest of caution in order to preserve the innervation and normal anatomy of the surrounding tissue. Overcorrection may result in the exposure of the clitoris and subsequent discomfort.

## Condition: Dyspareunia

**Pronunciation:** [dis-puh-roo-nee-uh]

**Description:** A condition defined by pain during intercourse.

**Treatment:** This is a complex condition that is only sometimes treatable with surgery. If there is anatomic deformity such as scarring from previous surgery, various surgical techniques such as lysis of constriction rings, mucosal advancement flaps, and Hiato-plasty may be beneficial. In many circumstances the use of bioidentical hormone replacement therapy and vaginal dilators may be helpful.



## AESTHETIC VAGINAL SURGERY

36.75 AMA PRA Category 1 Credits™

Maximum of 4 attendees per workshop to assure adequate hands-on opportunity for all attendees

Vaginal rejuvenation is a marketing term referring to vaginoplasty, or the surgical tightening of the vaginal canal. Birth trauma, tissue stretching, and improper surgical healing are the usual reasons for requesting vaginal rejuvenation. Surgery usually entails a modification of a standard gynecologic procedure called "posterior repair" along with rebuilding of the perineum (the space between the vagina and rectum). This procedure was traditionally performed for a fallen or prolapsed rectum, or rectocele. A rectocele is a bulge of rectum going into the vagina. A similar appearing vaginal bulge is an enterocele. It is a bulge of small bowel going into the vagina. Gynecologists and urogynecologists have the most training performing these types of surgery. Lasers, scissors, cautery units, knives are used in surgery. Excellent results have been achieved by all these methods.

The didactic portion along with the clinical hands-on exposure will allow attendees to gain a comprehensive understanding of the procedure. The format used in this activity is an effective method for knowledgeable OB/Gyn physicians to expand their surgical abilities safely.

### Learning Objectives:

At the conclusion of the CME activity, participants should be able to:

1. Review the history of vaginal rejuvenation.
2. Discuss the terminology and anatomy of aesthetic vaginal surgery.
3. Describe technologies available for vaginal rejuvenation surgeries.

## BASIC COURSES OFFERED

- AWAKE Tumescent Liposuction
- Laser Liposuction
- Botulinum Toxin
- Dermal Fillers
- Silhouette Lift
- Venous Procedures

## ADVANCED COURSES OFFERED

- Large Volume Fat Grafting
- Facial Fat Grafting
- AWAKE Breast Augmentation
- AWAKE Abdominoplasty
- Liposculpture With Abdominoplasty
- Aesthetic Vaginal Surgery



Dr. V. Leroy Young, chair of the emerging trends task force of the Arlington Heights, IL., American Society of Plastic Surgeons, believes **labiaplasty and vaginal cosmetic surgery are the fastest growing emerging growth trend in cosmetic plastic surgery.**



Dr. Pamela Loftus, a plastic surgeon in Boca Raton, Fla., has been performing **labiaplasties and vaginal cosmetic surgeries** for over 20 years.

Since she put up a Web site two and a half years ago, her business has increased and she's been bombarded with queries. Loftus said she does around six labiaplasties a week. **"For the past two years we have been avalanched with phone calls from women who have been made aware of the surgery and want it,"** Dr. Loftus said.

"I've had women who come in and say to me, 'He's small can you tighten me up'" said **Matlock**, who said he performed between **40 to 60 vaginal cosmetic surgeries a month** in his Beverly Hills practice, charging around **\$5,000 for a labiaplasty**. He said he grosses **\$250,000 a month** performing these surgeries and noted he has had women come in from all over the world for vaginal cosmetic surgery.

# The Laser Vaginal Rejuvenation Institute of Los Angeles

David Matlock, MD, MBA, FACOG | Alexander Simopoulos, MD



- Services
- Overview
- Laser Vaginal Rejuvenation
- Vaginal Relaxation
- Designer Laser Vaginoplasty
- Brazilian Butt Augmentation
- Vaser High Def
- Liposculpturing
- Other Cosmetic Procedure
- Media
- Testimonials
- Facilities
- Photo Gallery
- About Dr. Matlock
- About Dr. Simopoulos
- Contact Us



**Disclaimer: These photographs represent typical patient results, but not everyone who undergoes cosmetic surgery will achieve the same outcome** **CLOSE X**

Image 5 of 17

## Welcome to The Laser Vaginal Rejuvenation Institute of Los Angeles

Dr. Matlock is a board certified gynecologic surgeon and a full fellow of the American Academy of Cosmetic Surgery. Dr. Matlock is the pioneer of the trademarked procedures, Laser Vaginal Rejuvenation® (LVR®), Designer Laser Vaginoplasty® (DLV®) and the G-Shot® or G-Spot Amplification. Dr. Matlock is the founder and medical director of the Laser Vaginal Rejuvenation Institute® of America. He has trained over 125 surgeons (gynecologists, plastic surgeons, and urologists) in over 21 countries. Dr. Matlock is a frequent guest lecturer at national and international medical conferences on LVR® and DLV®.



Share this page with a friend or on your preferred community site...



## [Laser Vaginal Rejuvenation, Tightening, Labiaplasty, Cosmetic Surgery](#)



Dr. Berenholz offers **Laser Vaginal Rejuvenation** in Michigan, **Vaginal** Cosmetic Surgery, Labia Reduction Surgery, Labiaplasty, **Vaginal** Tightening Surgery as well as ...

[www.drberenholz.com](http://www.drberenholz.com)

## [Laser Vaginal Rejuvenation - LVR | OnlineSurgery.com](#)

What is **laser vaginal rejuvenation**? **Laser vaginal rejuvenation** comprises a number of **laser**-assisted procedures designed to improve the appearance and structure of the ...

[www.onlinesurgery.com/plasticsurgery/laser-vaginal-rejuvenation.asp](http://www.onlinesurgery.com/plasticsurgery/laser-vaginal-rejuvenation.asp)

## [Vaginal Rejuvenation™ – Vagina tightening surgery](#)

**Vaginal rejuvenation** and tightening information: vagina **rejuvenation** surgery costs, before and after pictures /detailed photos and doctor directory.

[lasertreatments.com/vaginal\\_rejuvenation.html](http://lasertreatments.com/vaginal_rejuvenation.html)

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[www.yellowbook.com/profile/punxsy-aesthetic-and-gynecology-practice\\_1851094143.html](http://www.yellowbook.com/profile/punxsy-aesthetic-and-gynecology-practice_1851094143.html)

[Contemporary Women's Health | Gynecology Information | Modern ...](#)   
Contemporary Women's Health - Knoxville, Tennessee - Information about **gynecology**, obgyn, obstetrics, **aesthetics**, pregnancy, high risk, skin treatments, and preventative ...  
[cwhobgyn.com/gynecology](http://cwhobgyn.com/gynecology)

[Obstetrics Aesthetics & Gynecology - Omaha, NE](#)   
(Map) · 11602 W Center Rd Ste 150, Omaha, NE 68144  
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[www.yelp.com/biz/obstetrics-aesthetics-and-gynecology-omaha](http://www.yelp.com/biz/obstetrics-aesthetics-and-gynecology-omaha)

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[www.sacbee.com/0911/05/04/v-print/3600466/reportlinker-adds-us-direct-energy.html](http://www.sacbee.com/0911/05/04/v-print/3600466/reportlinker-adds-us-direct-energy.html)

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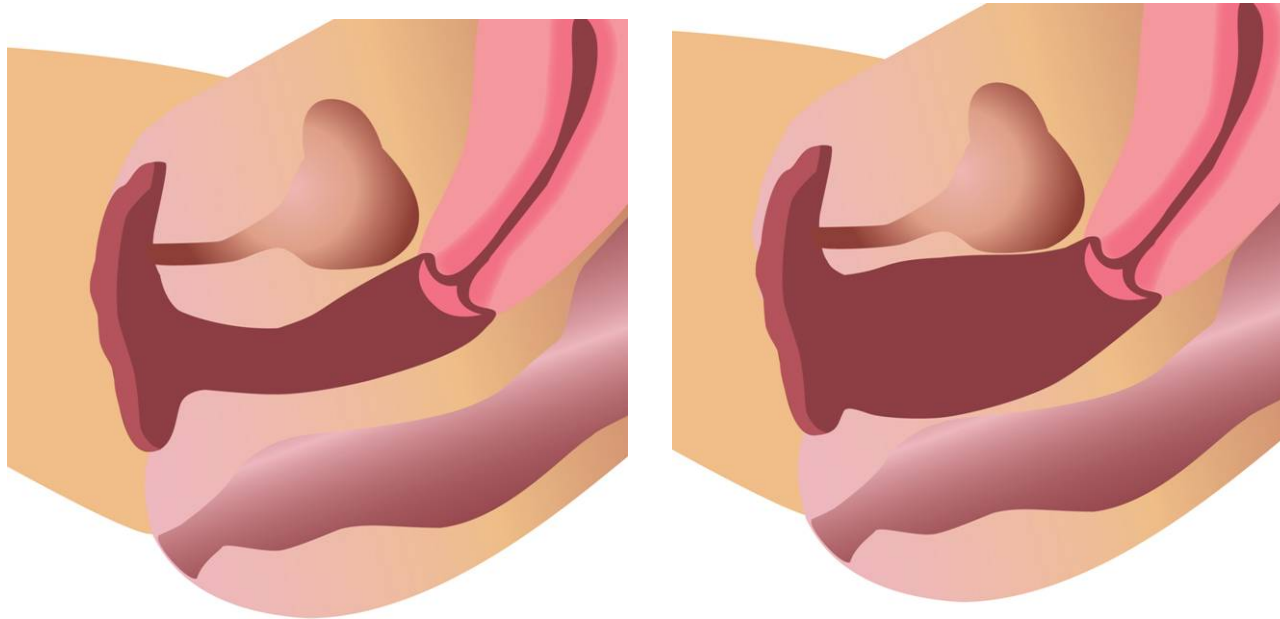
[Dr. Inga Zilberstein, New York, NY | Ob Gyn Obstetrics Gynecology](#)   
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[Aesthetic Gynecology : Dr. Vitasna Ketglang](#) 

## **Aesthetic Gynecology Indications**

- **Laser Vaginal Tightening (ErYAG)**
- **Laser Labial Trimming (ErYAG)**
- **Laser Vulvar Melanosis (ErYAG)**
- **Liposuction of the pubis mound (NdYAG)**
- **Vulvar Hair Removal (NdYAG)**
- ....



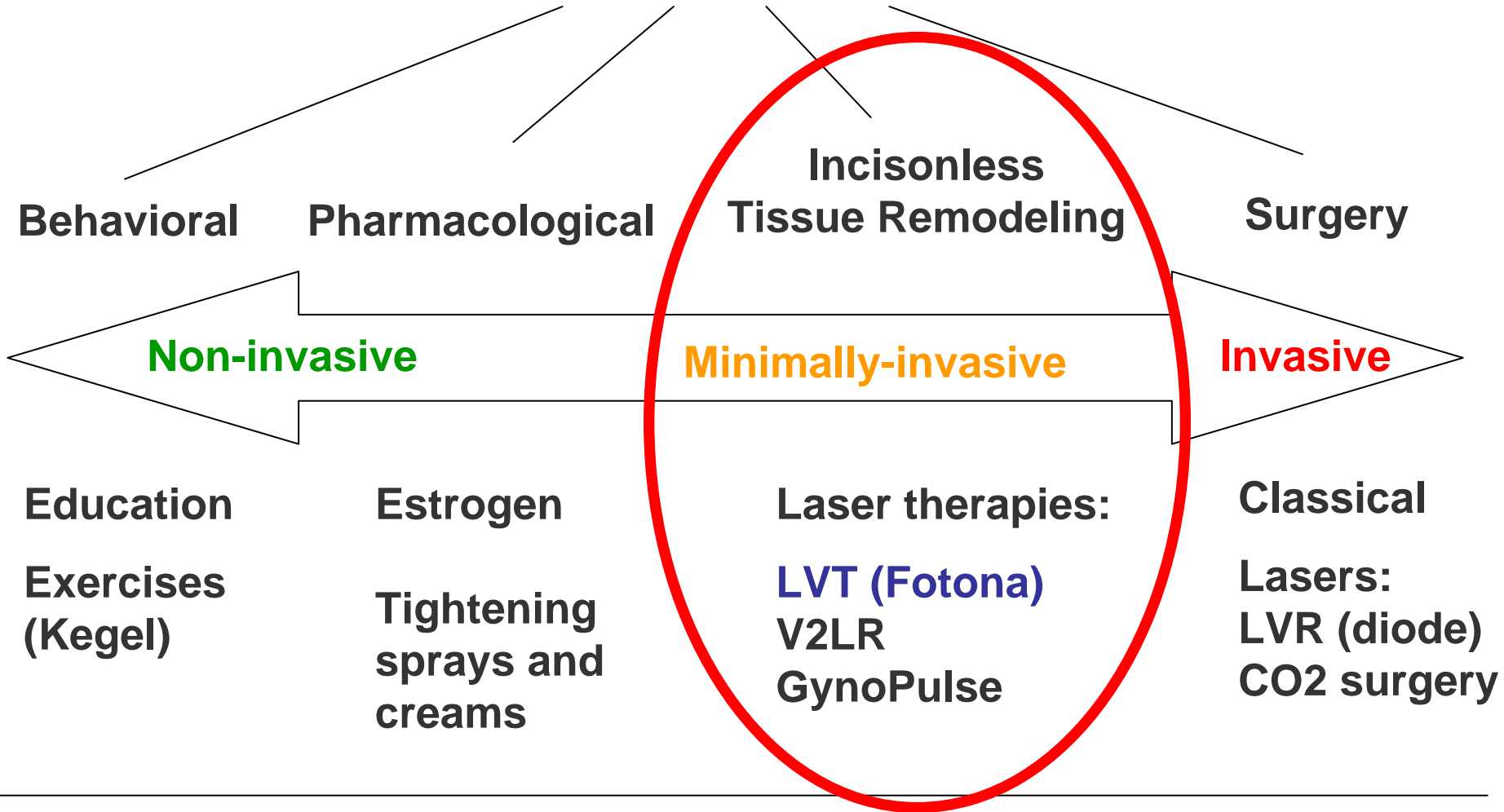


**Tight and expanded / relaxed vaginal channel**

**(Vaginal Relaxation Syndrom)**

*One family, together*

# LVT Treatment Options



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**Erfindernennung**  
**Designation of inventor**  
**Désignation de l'inventeur**

(falls Anmelder nicht oder nicht allein der Erfinder ist) /  
(where the applicant is not the inventor or is not the  
sole inventor) / (si le demandeur n'est pas l'inventeur  
ou l'unique inventeur)

Anmeldenummer oder, falls noch nicht bekannt, Bezeichnung der Erfindung:  
Application No. or, if not yet known, title of the invention:  
N° de la demande ou, s'il n'est pas encore connu, titre de l'invention :

Laser System For Treatment Of Body Cavities

Zeichen des Anmelders oder Vertreters:  
Applicant's or representative's reference:  
Référence du demandeur ou du mandataire :  
(max. 15 Positionen / max. 15 spaces /  
15 caractères au maximum)

A 1-93 820/ktz

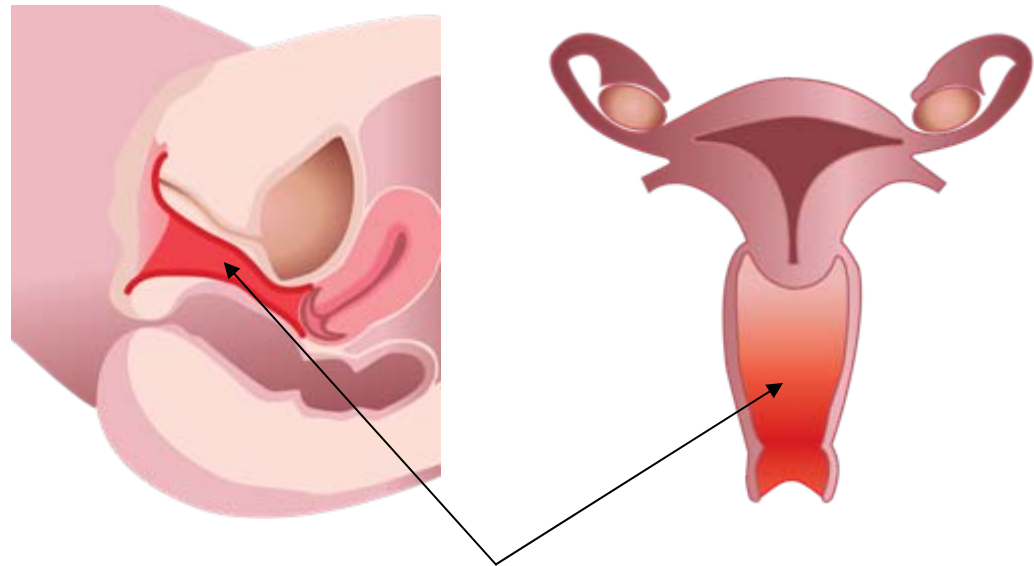
In Sachen der obenbezeichneten europäischen Patentanmeldung nennt (nennen) der (die) Unterzeichnete(n)<sup>1</sup>  
In respect of the above European patent application I (we), the undersigned<sup>1</sup>  
En ce qui concerne la demande de brevet européen susmentionnée, le(s) soussigné(s)<sup>1</sup>

Fotona d.d.  
Stegne 7  
1210 Ljubljana  
Slovenia



## Minimally invasive treatment method

Laser beam is applied along the vaginal channel until full tissue coverage is achieved



Thermally processed vaginal wall

*One family, together*



## LVT Advantages:

- **Ambulatory procedure**
- **Minimally invasive (no cutting, no bleeding, no ablation)**
- **Virtually painless, no anesthesia needed**
- **No special pre or post-op preparation**
- **No consumables**
- **Quick and easy procedure**
- **High success rate**



## LVT Results

- **Subjective evaluation by patients – high satisfaction after single treatment (Dr. Rivera and Dr. Fistončić patients' testimonials )**
- **Objectively measured tissue shrinkage (Dr. Rivera)**
- **Objectively measured increase in pelvic muscle pressure (Dr. Rivera and Dr. Fistončić)**

**Several clinical studies are currently running**

*One family, together*



August  
2010

## Rejuvenecimiento vaginal con láser

La ciencia y la tecnología avanzan a pasos gigantescos y cada día se desarrollan equipos láser que nos permiten realizar procedimientos cada vez menos invasivos y con resultados altamente efectivos.

El Doctor **Luciano Gutiérrez Paz**, médico ginecólogo, obstetra y perinatólogo y el Doctor **Johnny De La Riva Salinas**, médico cirujano dermatólogo estético, son los pioneros en traer esta tecnología a la ciudad de La Paz.



Dr. Luciano Gutiérrez Paz



Dr. Johnny De La Riva Salinas



Láser ginecológico  
erbio - yag

Por lo general, mujeres después de sus embarazos y partos experimentan cambios a nivel de la región vaginal, donde los músculos se distienden, perdiendo su capacidad vital, y esto provoca un trastorno funcional en la vida sexual de la mujer.

El rejuvenecimiento vaginal con láser es una de las técnicas que está revolucionando la intimidad femenina, consiste en realizar disparos con un láser ginecológico de erbio yag en el interior de la vagina con la finalidad de producir tensión, aumento del tono muscular y generar la producción de colágeno nuevo a este nivel.



*"Las pacientes que sufren de pérdida involuntaria de orina al toser, estornudar, reír, hacer ejercicio o al tener relaciones sexuales, pueden corregir su incontinencia urinaria y al mismo tiempo mejorar su placer sexual."*

### ¿Cómo se realiza el rejuvenecimiento vaginal con láser?

Es un procedimiento mínimamente invasivo, ambulatorio que no necesita anestesia, es indoloro y dura aproximadamente entre 15 a 20 minutos, utilizamos un espéculo, que nos permite acceder a la cavidad vaginal y realizamos los disparos con el láser ginecológico erbio yag.

### ¿Cuántas sesiones son necesarias para obtener buenos resultados?

Por lo general se realiza entre 2 a 3 sesiones, dependiendo de cada paciente con un intervalo de 30 días, previa valoración ginecológica completa.

### ¿Qué tratamientos se realizan con el láser ginecológico erbio yag?

- Rejuvenecimiento vaginal.
- Incontinencia Urinaria.
- Exéresis de pólipos, quistes y condilomas.
- Remodelación estética de genitales externos.
- Lipolaser de la región del pubis.

### ¿Cuál es el costo del tratamiento?

El costo varía de acuerdo a las sesiones que se requiera, con un promedio entre \$us 1000 a 2000v

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Telf.: 2432671 • 2433370  
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# The first therapy presentation in media in Latin America

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May 2011

NAJNOVIJE

## LASERSKO pomlađivanje rodnice

Zbog opuštenih mišića rodnice i dna zdjelice ženama bježi mokrasta i nemaju spolni nadražaj. Naš ginekolog Ivon Fističić jedan je od dvojice u svijetu koji laserom pomlađuju rodnice

**S**vaka ženska u sredini i početku granica znanja i u liječenju ovako novom terapijom koje na bazi lasera i ljekovitosti i osjetne rješavaju više od tisućih problema. Asovskno najnovija terapija je lasersko pomlađivanje rodnice čiji je osnivač razvio lasersko na mezu vrha vaginološkog. U svijetu je miso samo ova liječnica prof. dr. Marie Rivera iz Španjolske, ali prošlog kolovoza, u okviru kongresa prim. dr. sc. Ivon Fističić, Njemački doktor porodica, ginekološka operacija ili neprosto zbog stana u rekavi se ženama mlako misle na mišić rodnice i dna zdjelice da im mokroća nekontrolirano capu pri najmanje napora. U tu još one i nišovi partneri imaju problema sa spolnim nadražajem po više ne daju u u rekavi kao prije. U početku su izgubile jednu vanjsku pa ženo većinom reagiraju tek kada popriše uobičajne razmjere.

– Bio sam misli doprijeti – kaže Annetonja Štefajević, u što i sporta aktivna 48 godišnjakinja. Ona je zagrepska dugogodišnja pacijentica čovrva. I Fističić po je u dugovremenu rija već prije nekoliko godina

pokazala njezini svu srčanost. Na oc preporučena operacije u bolnici osuđena je u zadnji čas, zbog straha od anestezije.

### Muško-ženski problem

Kada joj je doktor Fističić o rije nesnih osam mjeseci ponudio lasersko pomlađivanje rodnice, Annetonja nije dugo ni razmišljala. Budući da je po struci medicinska sestra, dala su joj prvo što prednost ove brzo – početke terapije.

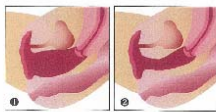
– Tada sam u 28. godini i imala sam savršeno normalan porođ. Preve probleme sam imala na 36 godina, a ne počele su biti jako upečatljive. Kad sam se vratila kući, osjećala sam se kao da sam se vratila u mladost. S vremena na vrijeme mi se to događalo

na želje i kod spolnog odnosa. Kako sam se odavak bavila sportom i vježbe plemen, ravnost sam morala od toga odustati – jer mi zapravo više ni sam mogla izdržati nikad – kaže Annetonja. Na njezino uporište teško je, jer joj je neopodjele osjećala izgubila dot je samo kada u nikad. Njemačko, a nezgodno je u krevetu zbog opuštenih mišića rodnice se treba posebno govoriti.

– Kada je rodnice prerasla žena tijekom odnosa ne osjeća ton ni neželjeno se ne može osjetiti ni apsu. A poznanje je da žena rodnice smanjiti i ravnost 200 i 1000 – kaže dr. Fističić to nastavlja – Uze ako nemeritno vaginoplastiku vrata tonus mišićima rodnice i dna za koje po porođu normalno kardiološki.

### Presudnih 30 minuta

Terapija traje 30 do 45 minuta i za nju se ženo ne treba posebno pripremati. Prethodno se dobiva ravnost u rekavi. Prethodno se porođu izvrsnog zdravlja i postojane nastavljanje osjeća izgubila u rodnice. Ova je rekavna amirata lasersko vrhove koje zagrijavaju rodnice da se ne porođu kula



Shematski prikaz opuštenih rodnice prije laserskog pomlađivanja (1) i njezin izgled nakon tretmana (2)



Annetonja Štefajević, prim. dr. sc. Ivon Fističić i medicinska sestra Dubravka Divjakin

početku obratila je koljena. Ovakvo očno povećanje kulturne koljena u što smota toras i snaga i rodnice i dno zdjelice po postojalo nišovo funkcioniranje. Terapija započela je zagrijavanjem tkiva i dubini rodnice. Svaki puta kada ženo osjeća blago žarenje i bolnik poigrao porođ laserski nastavak pramo izlasko iz rodnice.

– Nakon terapije je kroz 14 dana nakon rodnice nestajalo kreveta i cijelo to vrijeme imala izbjegnati sve telesne napora. Na prvi kontakti pregled dajati dva tjedna nakon tretmana, a zatim nakon 30 i 60 dana.

### Prvi među najboljima

Annetonja ističe da je još čak mjesec dana nakon terapije osjeća da njezina želja je puno bolje i dubini rodnice. Svaki puta kada ženo osjeća blago žarenje i bolnik poigrao porođ laserski nastavak pramo izlasko iz rodnice. Dva su razlozi: – Prvo, sam osjećam pravo tonus rodnice. Moga sam se vratiti u dno, plešu i skatati. Čak sam i u rekavi fitness, tajke kombinacija aerobnog treninga i lat rodnice plusve. A što se spolnog života tiče, sam se već osjećam

da je – mišići prim jatin ravnika. – Člaim Annetonja na lasersko pomlađivanje rodnice olo je od 30 ženo. Sve ove sudjeluje u pilot studiji koju doktor Fističić provodi uz sudopu najpoznatijeg medicinskog teoretičara i njegov kliničkog bolničkog osniva. Dobro misli ote stoji je, da koji je početku objektivno u njezinoj rodnice mišića rodnice porođu pramo tonus rodnice (povratno tonus) – prava i lat se osjećam i ženo na 13. Svjetlosni razmjera u rekavi.

Renata Podajek-Marijević

Zdenko Vižintin, ver 1.0, 11.05.2011

# The first therapy presentation in media in Europe

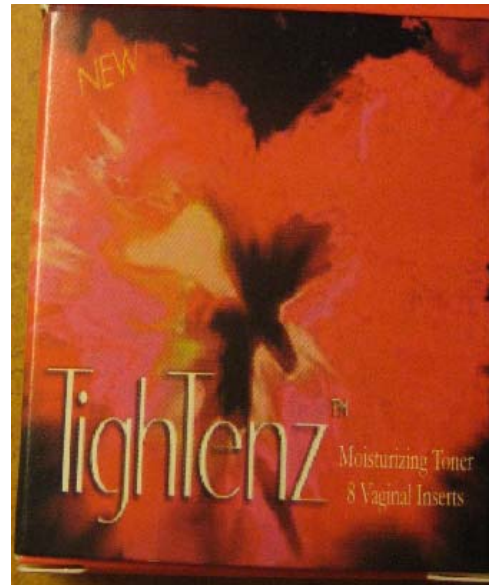
One family, together

The Highest Performance, Best Made Laser Systems in the World





## Competition ?      Tightening sprays and creams



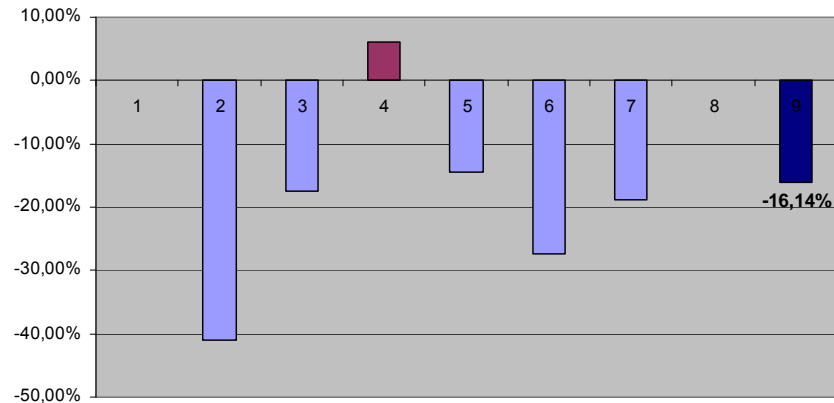
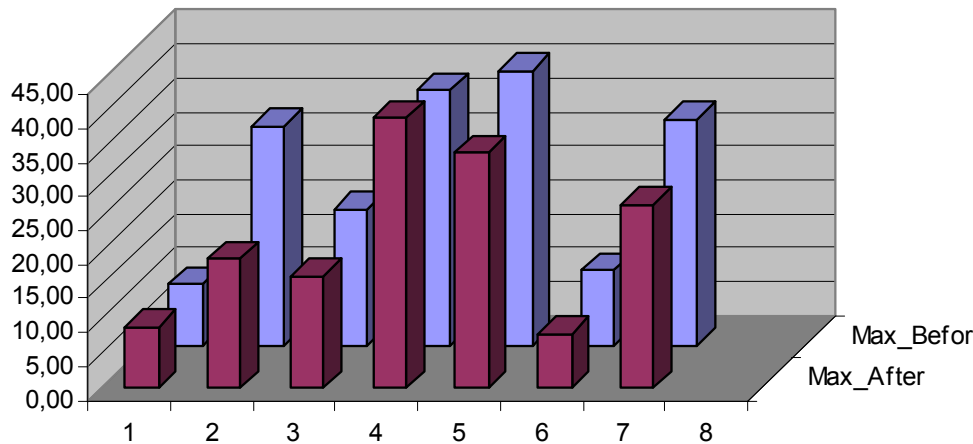
Zdenko Vizintin, ver 1.0, 11.05.2011

*One family, together*



## Competition ? Tightening sprays and creams

LAHA did a pilot study with Tightenz :  
7 volunteers, age: 40-57, parous status > 0



## Objective measurements of pressure with perineometer

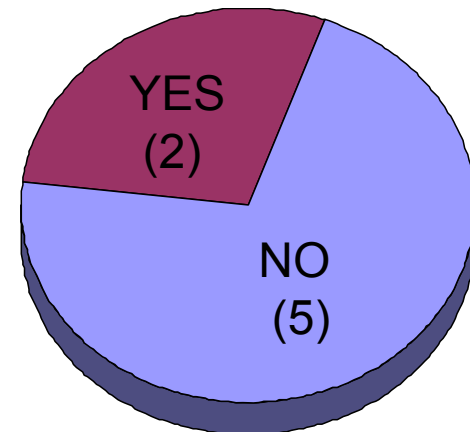
*One family, together*



## Competition ?      Tightening sprays and creams

### Subjective assessment with questionnaire

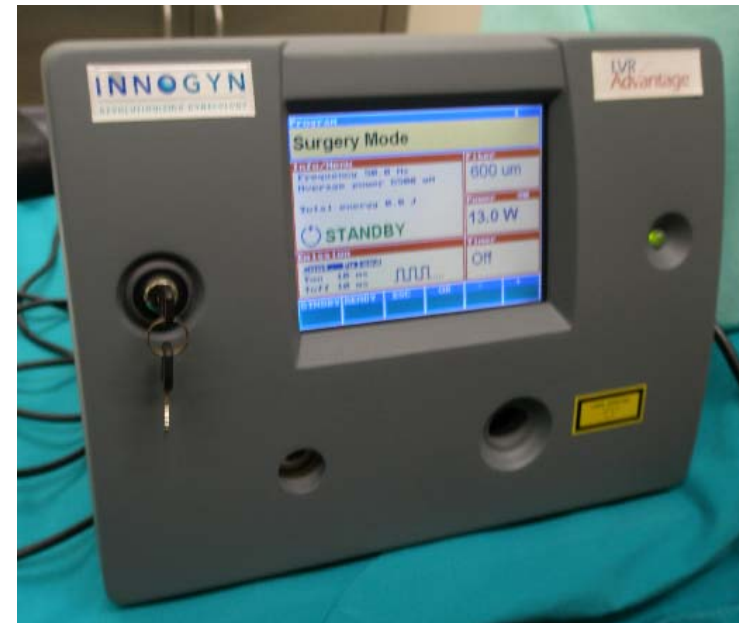
- What was your general feeling?
- Did you feel it tighter?
- Did it improve your satisfaction?
- Would you go for it, if yes at which price?
- Would you recommend it to the friend?



## Competition - other Lasers

Laser Surgery: mostly CO<sub>2</sub>

Matlock : LVR  
InnoGyn (13W 980 diode)



## Competition - other Lasers

**Deka : Fractional CO<sub>2</sub>  
Vaginal Scanner, fractional ablative**





## **Aesthetic Gynecology Indications**

- **Laser Vaginal Tightening (ErYAG)**
- **Laser Labial Trimming (ErYAG)**
- **Laser Vulvar Melanosis (ErYAG)**
- **Liposuction of the pubis mound (NdYAG)**
- **Vulvar Hair Removal (NdYAG)**
- ....



## Laser Treatment of Vulvar Melanosis

Courtesy of Dr. Rivera



*One family, together*



# Medical Gynecology Applications

## Medical Gynecology Indications

- **Stress Urinary Incontinence (ErYAG)**
- **Genital Warts (Condylomas) (ErYAG)**
- **Cervical dysplasia (HVP) (ErYAG)**
- **Zoon's disease (ErYAG)**

---

- **Myomectomy (NdYAG)**
- **Polycystic Ovarian Syndrom (NdYAG)**
- **Cervical and Intrauterine Polyps (NdYAG)**
- **Epiploic Adhesions (NdYAG)**
- **Fibrous Synechiae (NdYAG)**
- ...





# Stress Urinary Incontinence

The Highest Performance, Best Made Laser Systems in the World



# Stress Urinary Incontinence (SUI)

**Urinary incontinence (UI) is any involuntary leakage of urine.**

**It is a common and distressing problem, which may have a profound impact on quality of life.**

**Urinary incontinence is almost always treatable but is under-reported to medical practitioners.**

[http://en.wikipedia.org/wiki/Urinary\\_incontinence](http://en.wikipedia.org/wiki/Urinary_incontinence)

*One family, together*

## Functional Classification of Urinary Incontinence <sup>[1]</sup>

Abnormality	Type of Clinical Incontinence
Bladder overactivity	Urge
Bladder underactivity	Overflow
Urethra overactivity	Overflow
Urethra underactivity	Stress

1) Rovner ES, Alan JW: "Treatment Options for Stress Urinary Incontinence", Reviews in Urology, Vol.6 Suppl.3 2004

## **Basic Urinary Incontinence Types:**

**Urge Urinary Incontinence (UUI)**

**Stress Urinary Incontinence (SUI)**

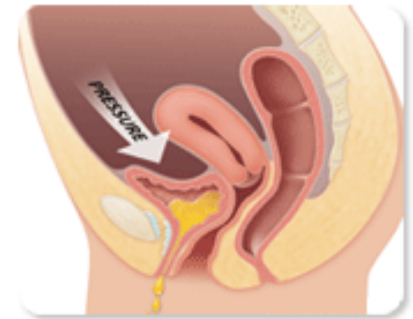
**Mixed Urinary Incontinence**

## Basic Urinary Incontinence Types:

**Urge Urinary Incontinence (UUI)**

**Stress Urinary Incontinence (SUI)**

**Mixed Urinary Incontinence**



# Stress Urinary Incontinence (SUI)

## SUI Etiology

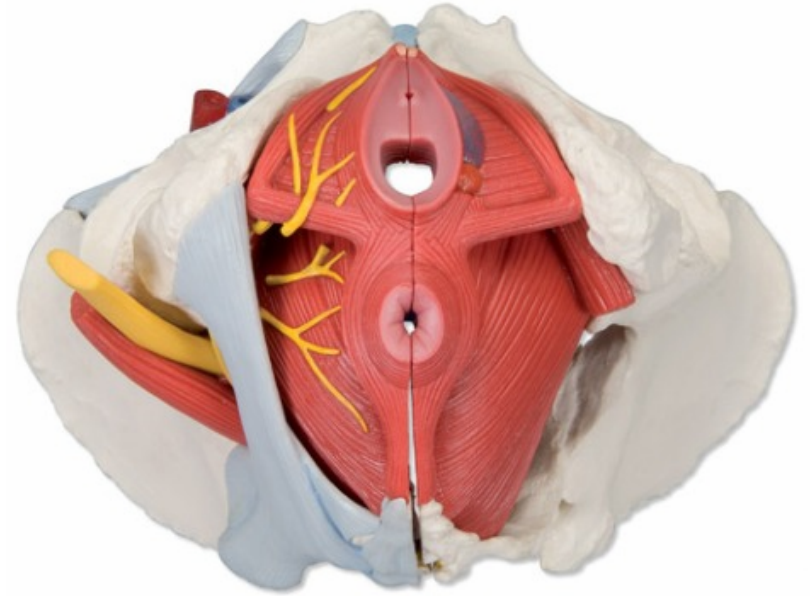
- pregnancy
- childbirth
- menopause
- cognitive impairment
- obesity
- advanced age





## SUI Etiology

- pregnancy
- childbirth (vaginal delivery)
- menopause
- cognitive impairment
- obesity
- advanced age



Relaxation of the  
pelvic floor muscles (PFM)

*One family, together*

## Prevalence

the prevalence and type of incontinence vary with age, sex, parity, and the presence of underlying medical conditions.

**28%** of women younger than 60 years and **35%** of women of 60 years and older suffer of any type of urinary incontinence [2]

Among women younger than 60 years who reported incontinence, about **50% had stress incontinence** while for women 60 years and older, the rate of stress incontinence is lower approx. **25%**

2) Thom: “..

# Stress Urinary Incontinence (SUI)

## Prevalence

- **25 million Americans suffer from urinary incontinence**
- **1 in 4 women experience incontinence in their lifetime**
- **80% of those affected are women**
- **2/3 of women with incontinence fail to tell their doctors about urine loss**

# Stress Urinary Incontinence (SUI)

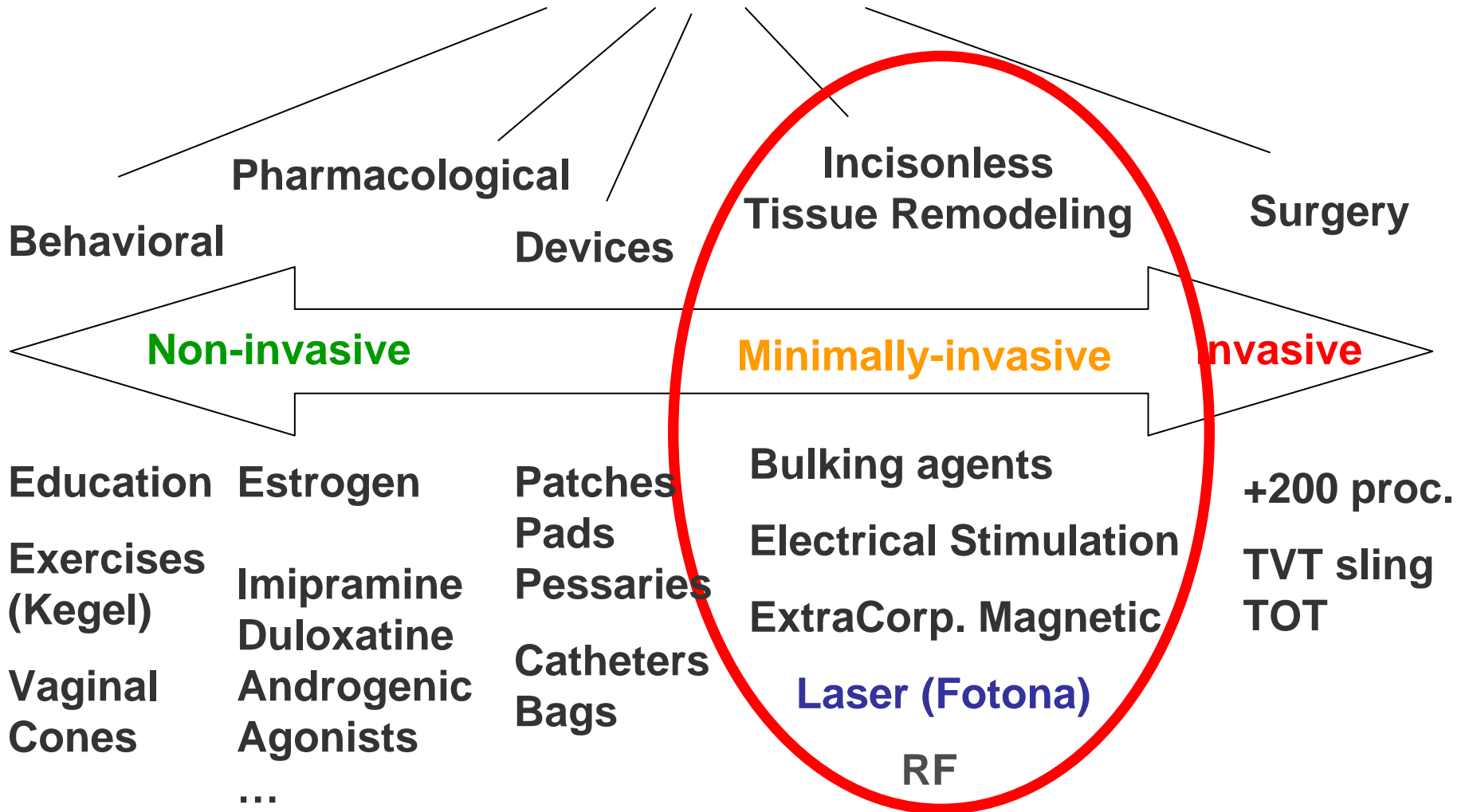


**Urinary Incontinence is a huge  
(and costly) health problem**

**but is also**

**Large and very  
attractive market**

*One family, together*



*One family, together*



## Protective Underware, Absorbents



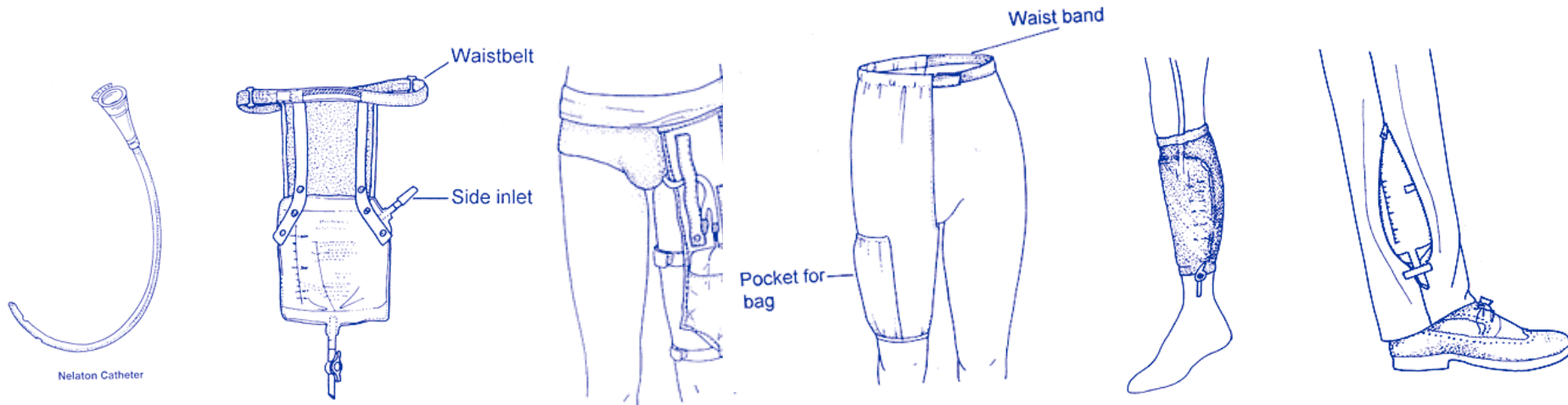
### Sure Care™ Protective Underwear

Underwear-like for better quality of life, tear away sides, cloth-like moisture barrier and super-absorbent polymer for added protection and odor control.

**Not solving the problem**

*One family, together*

## Catheters, collection devices (bags)



**Helping people to normalize their lives**

*One family, together*

## Devices - intraurethral



*FemSoft*<sup>®</sup>  
insert



Tip inserted



Insertion proceeds



Advanced into bladder



Applicator removed

Hold the external retainer, relax and slowly withdraw the device. Do not reuse.

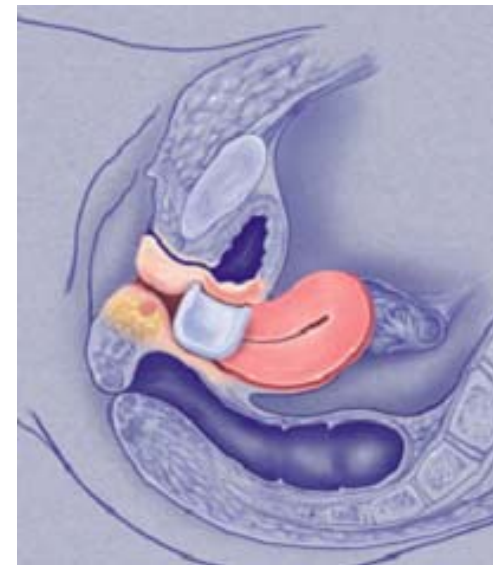


withdrawal

**Quite unpleasant, multiple daily insertions, consumables**

*One family, together*

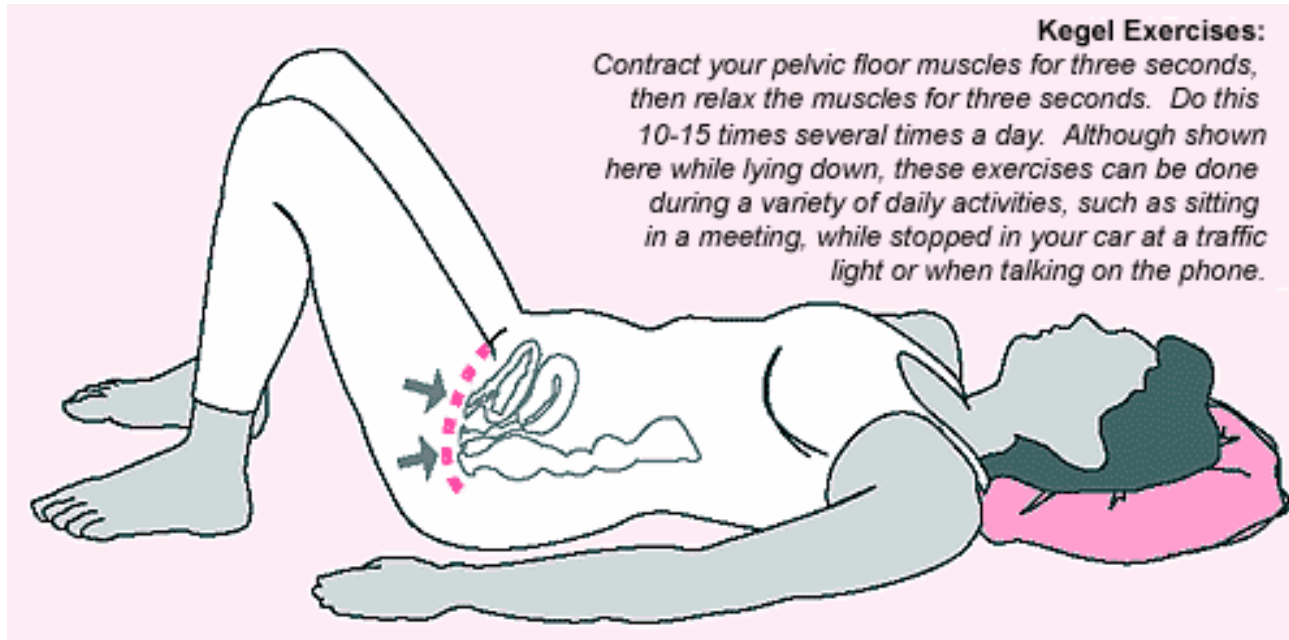
## Devices – intravaginal supportive



**Requires manual dexterity**

*One family, together*

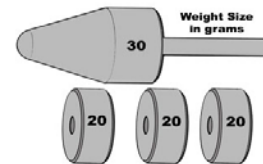
## Pelvic Floor Muscle Training (PFMT)



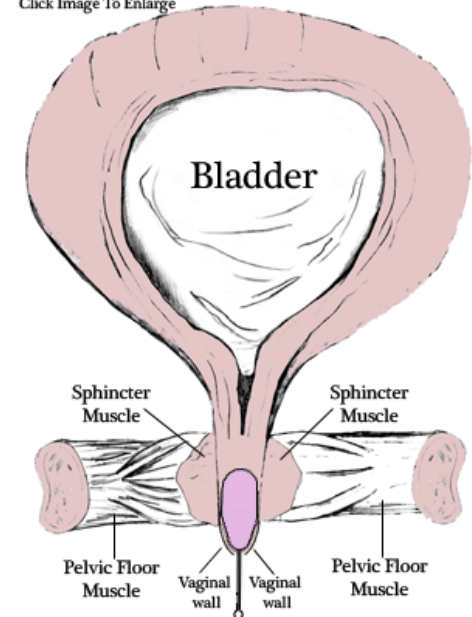
**Effective but requires motivation and discipline**

*One family, together*

## Devices – Vaginal Cones



Click Image To Enlarge

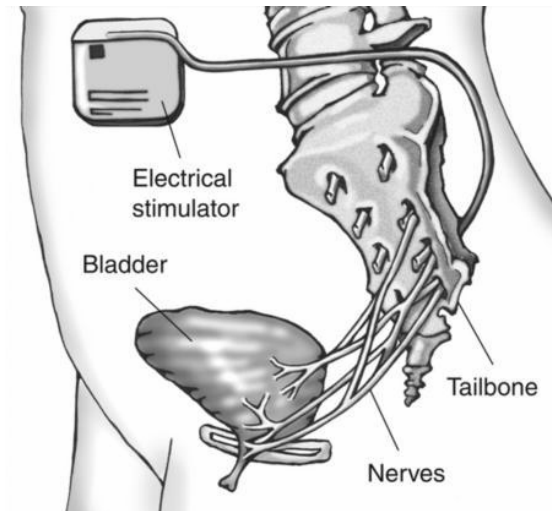


## Additional - forced exercising

*One family, together*



## Pelvic Floor Electrical Stimulation



No agreement about method :

- anal probe vs. vaginal probe
- electrical current parameters (amplitude, frequency,..)
- duration of sessions, number of sessions,..

*One family, together*



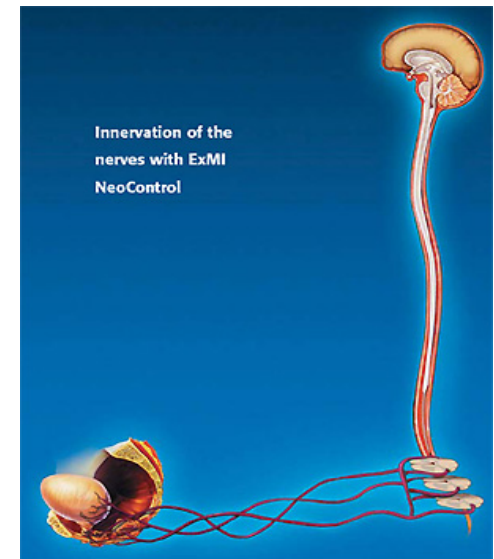
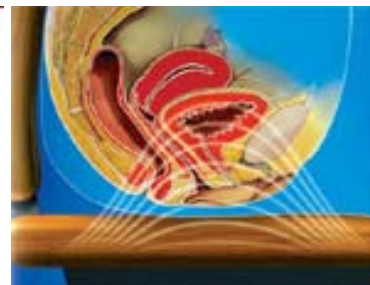
## Pelvic Floor Electrical Stimulation

ELECTRICAL STIMULATION FOR THE TREATMENT  
OF URINARY INCONTINENCE IN WOMEN

Of the nine trials comparing PFES to placebo, only three (Barroso *et al.*, 2004; Yamanishi *et al.*, 2000; Sand *et al.*, 1995) found statistically significant results in favor of electrical stimulation. However, because of variation in the type of stimulation used, the parameters of the stimulation and other methodological considerations discussed above, it is not possible to conclude that PFES is superior to placebo/sham for stress, urge or mixed incontinence. A recent review lamented: “The ideal electrical parameters for pelvic stimulation have not yet been well established.” (Barroso *et al.*, 2004) Similarly, trials comparing electrical stimulation to PFME, or combined with these behavioral treatments, have generally yielded negative findings.

*One family, together*

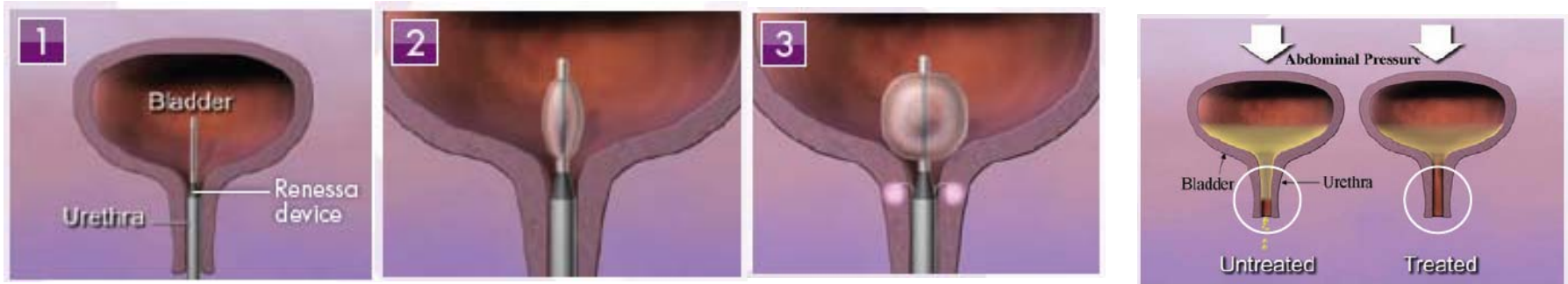
## Extracorporeal Magnetic Innervation (ExMI™)



Passive exercising: 20 half-hour sessions

*One family, together*

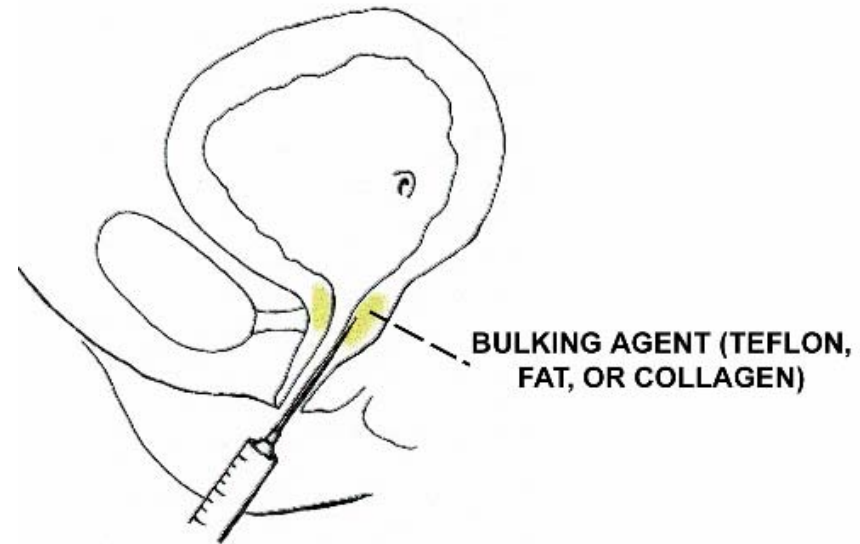
## Thermal Intraurethral RF



**Seems effective, recurrences?**

*One family, together*

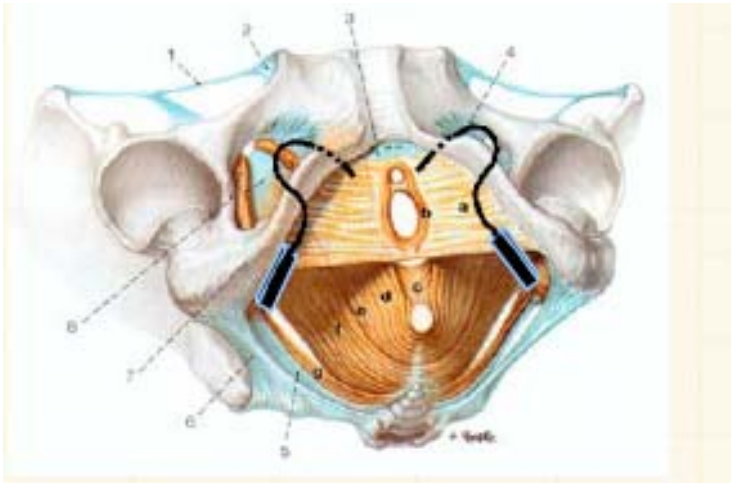
## Injectables: Bulking Agents and Botox



**Seems effective, but not free of adverse effects**

*One family, together*

## Surgery (TOT sling)



**The final solution for many severe cases**

*One family, together*





**Erfindernennung**  
**Designation of inventor**  
**Désignation de l'inventeur**

(falls Anmelder nicht oder nicht allein der Erfinder ist) /  
(where the applicant is not the inventor or is not the  
sole inventor) / (si le demandeur n'est pas l'inventeur  
ou l'unique inventeur)

Anmeldenummer oder, falls noch nicht bekannt, Bezeichnung der Erfindung:  
Application No. or, if not yet known, title of the invention:  
N° de la demande ou, s'il n'est pas encore connu, titre de l'invention :

Laser System For Treatment Of Body Cavities

Zeichen des Anmelders oder Vertreters:  
Applicant's or representative's reference:  
Référence du demandeur ou du mandataire :  
(max. 15 Positionen / max. 15 spaces /  
15 caractères au maximum)

A 1-93 820/ktz

In Sachen der obenbezeichneten europäischen Patentanmeldung nennt (nennen) der (die) Unterzeichnete(n)<sup>1</sup>  
In respect of the above European patent application I (we), the undersigned<sup>1</sup>  
En ce qui concerne la demande de brevet européen susmentionnée, le(s) soussigné(s)<sup>1</sup>

Fotona d.d.  
Stegne 7  
1210 Ljubljana  
Slovenia

## Minimally invasive treatment method



Courtesy of Dr. Fistonić



**Non-ablative thermally processed mucosa - collagen remodeling and neocollagenesis**

*One family, together*

## Fotona Laser Therapy advantages:

- **Minimally invasive (no cutting, no bleeding, no ablation)**
- **Ambulatory procedure**
- **Virtually painless, no anesthesia needed**
- **No special pre or post-op preparation**
- **No consumables**
- **Quick and easy procedure**
- **Single visit**
- **The first year follow-up indicates high success rate**

*One family, together*

## Application current status:

- **Subjective evaluation by patients – high satisfaction after treatment (Dr. Rivera and Dr. Fistončić patients' testimonials )**
- **Objectively measured Q-tip angle reduction (Dr. Fistončić)**
- **Objectively measured increase in pelvic muscle pressure (Dr. Rivera and Dr. Fistončić)**

**Several clinical studies are currently running**

*One family, together*



# Medical Gynecology Applications

## Medical Gynecology Indications

- Stress Urinary Incontinence (ErYAG)
- Genital Warts (Condylomas) (ErYAG)
- Cervical dysplasia (HVP) (ErYAG)
- Zoon's disease (ErYAG)

---

- Myomectomy (NdYAG)
- Polycystic Ovarian Syndrom (NdYAG)
- Cervical and Intrauterine Polyps (NdYAG)
- Epiploic Adhesions (NdYAG)
- Fibrous Synechiae (NdYAG)
- ...





## Lesions (HVP) on Cervix

Courtesy of Dr. Rivera



Light (cold) ablation of cervix

*One family, together*

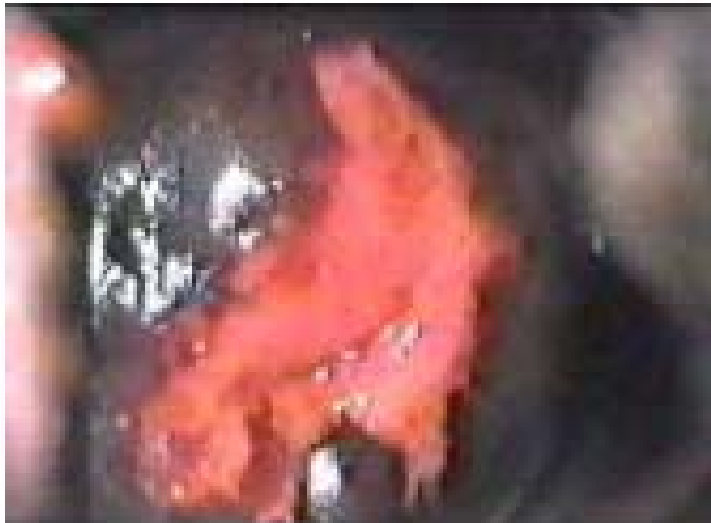
## ErYAG Ablative Procedures Benefits

- **Broad spectrum of applications. Cervix \ vagina \ anal \ perianal \ vulvar \ urethra \ penis**
- **Solves cases with multifocal / multicentric lesions that other traditional methods cannot solve**
- **Unlimited number of re-treatments**
- **Ideal when other methods fail (cul-de-sac, vagina)**
- **No limitation in the extension of the treated lesion**
- **No anesthesia (cervix and vagina), in some cases topical**
- **No intraoperative or post-op pain**
- **No alterations in fertility – no sinequia**
- **Prompt return to sexual activity**

## ErYAG Ablative Procedures Benefits (cont.)

- **Fast wound healing – 2 weeks versus 2 months**
- **Great surgical control of depth and extension**
- **Minimal thermal residual effect**
- **Simultaneous disinfection of the treated area**
- **Minimal bleeding**
- **Can be used alone or combined with traditional methods**
- **Ambulatory**
- **Short learning curve**

## Lesions (HVP) on Cervix



Courtesy of Dr. Pidal M.D., Dr. Mansilla MD  
Before



Courtesy of Dr. Pidal M.D., Dr. Mansilla MD  
60 Days After

*One family, together*

## Genital Warts (Condyloma)



Courtesy of Dr. Kozarev M.D.  
Before



Courtesy of Dr. Kozarev M.D.  
Immediately After



Courtesy of Dr. Kozarev M.D.  
Before



Courtesy of Dr. Kozarev M.D.  
Immediately After

*One family, together*

# Genital Warts (Condyloma)



Courtesy of Dr. Pidal

*One family, together*



## Genital Warts (Condyloma)



*One family, together*

## Zoon's Disease

Lasers in Surgery and Medicine 30:123-126 (2002)  
DOI 10.1002/lsm.10037

## Zoon's Balanitis Treated With Erbium:YAG Laser Ablation

John G. Albertini, MD, MC, USAF,<sup>1\*</sup> David E.E. Holek, MD, MC, USAF,<sup>2</sup> and Mary F. Farley, MD, MC, USA<sup>1</sup>

<sup>1</sup>Department of Dermatology, Brooke Army Medical Center, Fort Sam Houston, Texas 78234

<sup>2</sup>Department of Ophthalmology, Wilford Hall USAF Medical Center, Lackland AFB, Texas 78236

## CONCLUSIONS

As an alternative to definitive circumcision, we propose a trial of Er:YAG laser ablation as a low risk, first line treatment of ZB, replacing the far more thermally destructive CO<sub>2</sub> laser. The Er:YAG laser is ideally suited to selectively remove the diseased epithelium of the glans

## Zoon's Disease

UWE WOLLINA *Journal of Cosmetic and Laser Therapy*, 2010; 12: 120–123

**Ablative erbium:YAG laser treatment of idiopathic chronic inflammatory non-cicatricial balanoposthitis (Zoon's disease) – A series of 20 patients with long-term outcome**

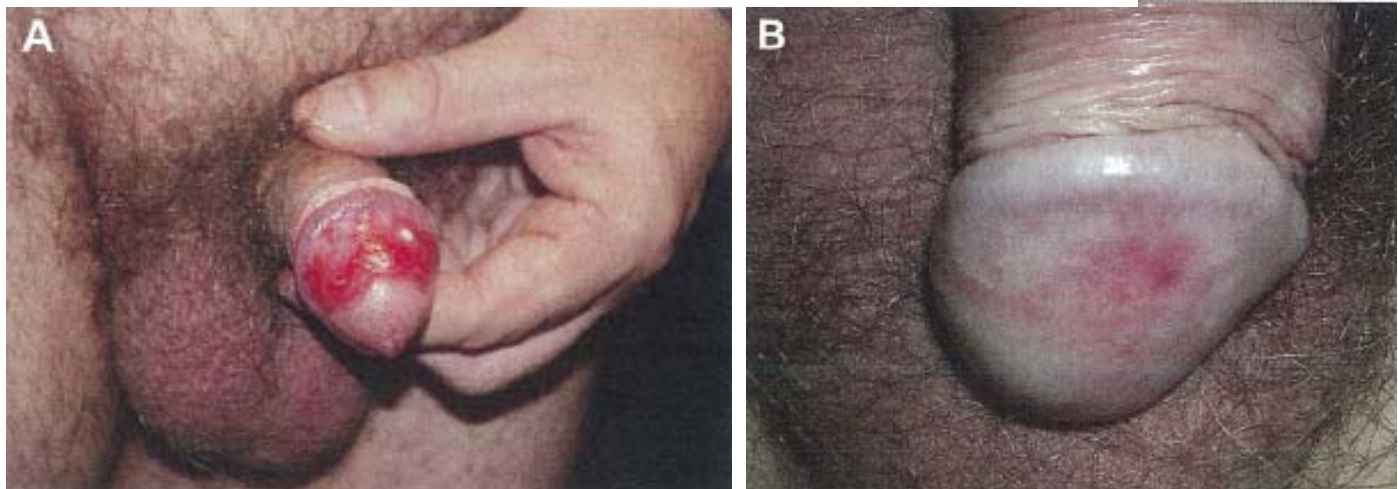


Figure 1. (A) Zoon's disease of the glans in a 62-year-old male. (B) One year later after erbium-YAG laser ablation: no recurrence, no residues.



# **Nd:YAG Gynecology Applications**

## Medical Gynecology Indications

- Stress Urinary Incontinence (ErYAG)
- Genital Warts (Condylomas) (ErYAG)
- Cervical dysplasia (HVP) (ErYAG)
- Zoon's disease (ErYAG)

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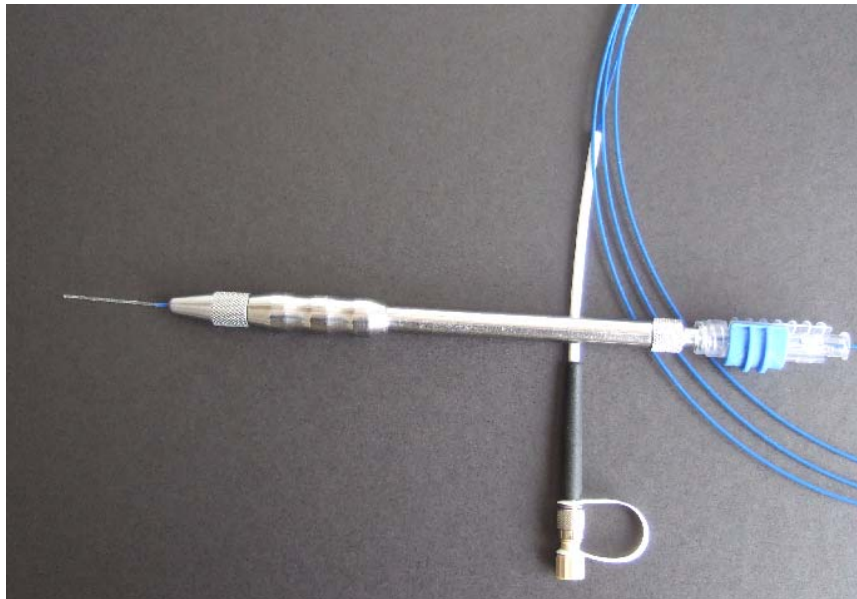
- Myomectomy (NdYAG)
- Polycystic Ovarian Syndrom (NdYAG)
- Cervical and Intrauterine Polyps (NdYAG)
- Epiploic Adhesions (NdYAG)
- Fibrous Synechiae (NdYAG)
- ...





## R27C new surgical handpiece

Compatible with  
bare fibers: 400 and 600 um





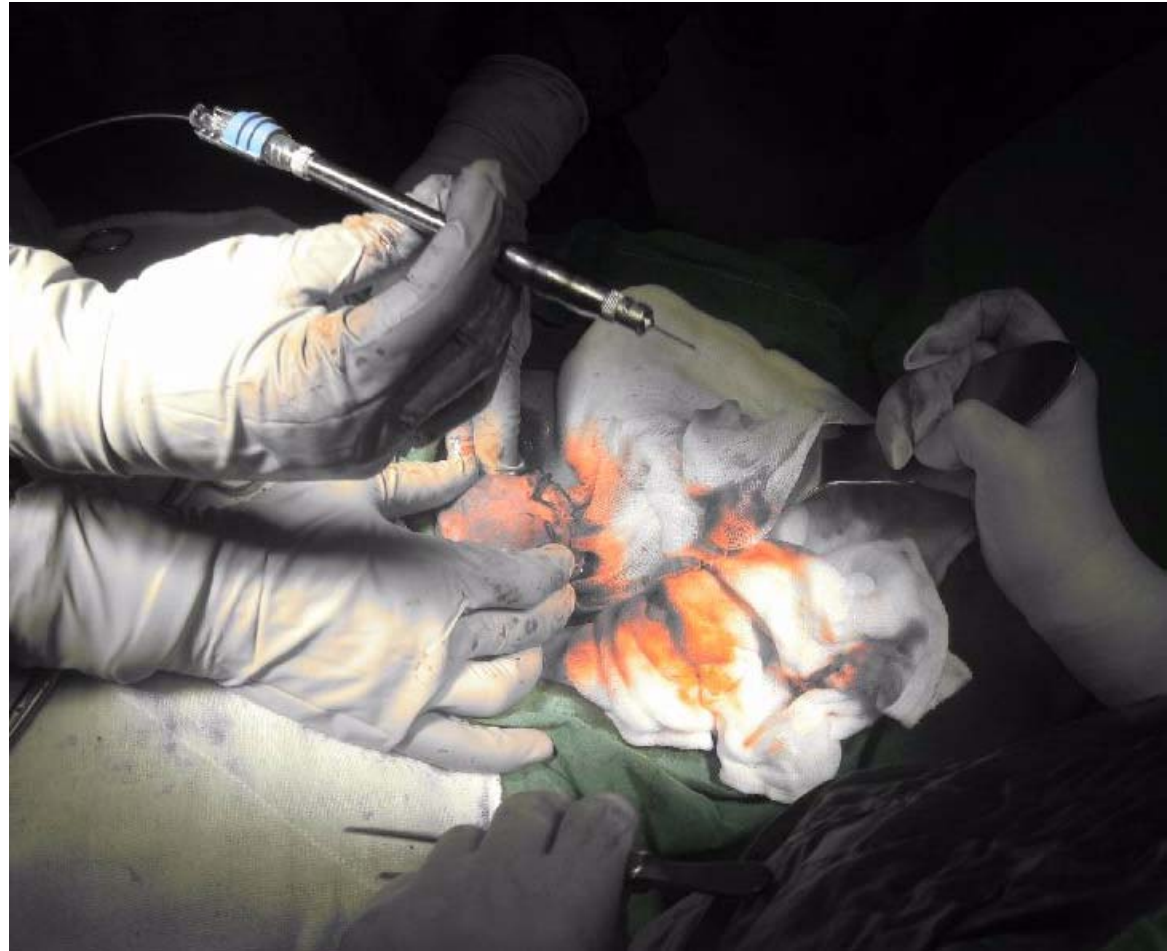
## Laparotomy procedures – benefits of NdYAG laser:

- Clean dissection of muscle tissue without charring
- Better cauterization in comparison to monopolar and bipolar systems
- Fast recovery
- Less inflammation and less painful post-op
- Great control in depth of penetration





**Example of  
utilization of  
new surgical  
handpiece**



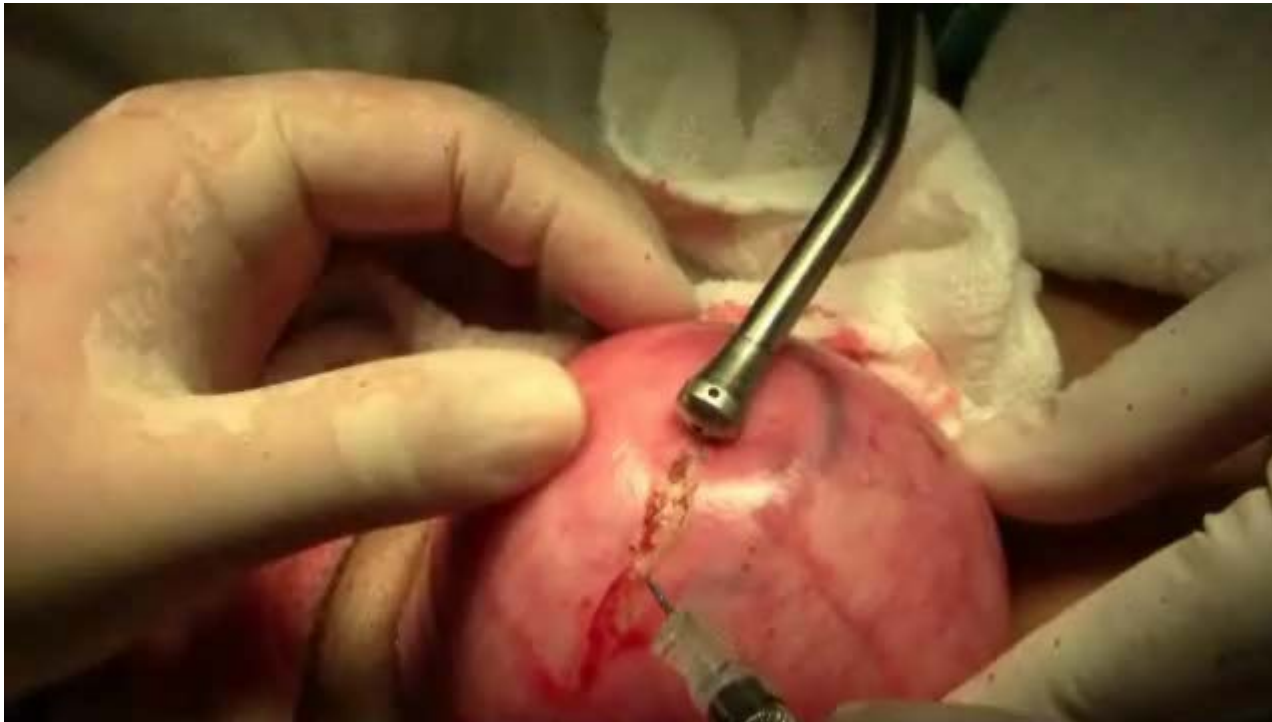


**Example of  
utilization of  
new surgical  
handpiece**



## NdYAG Laparotomy procedures ( Myomectomy)

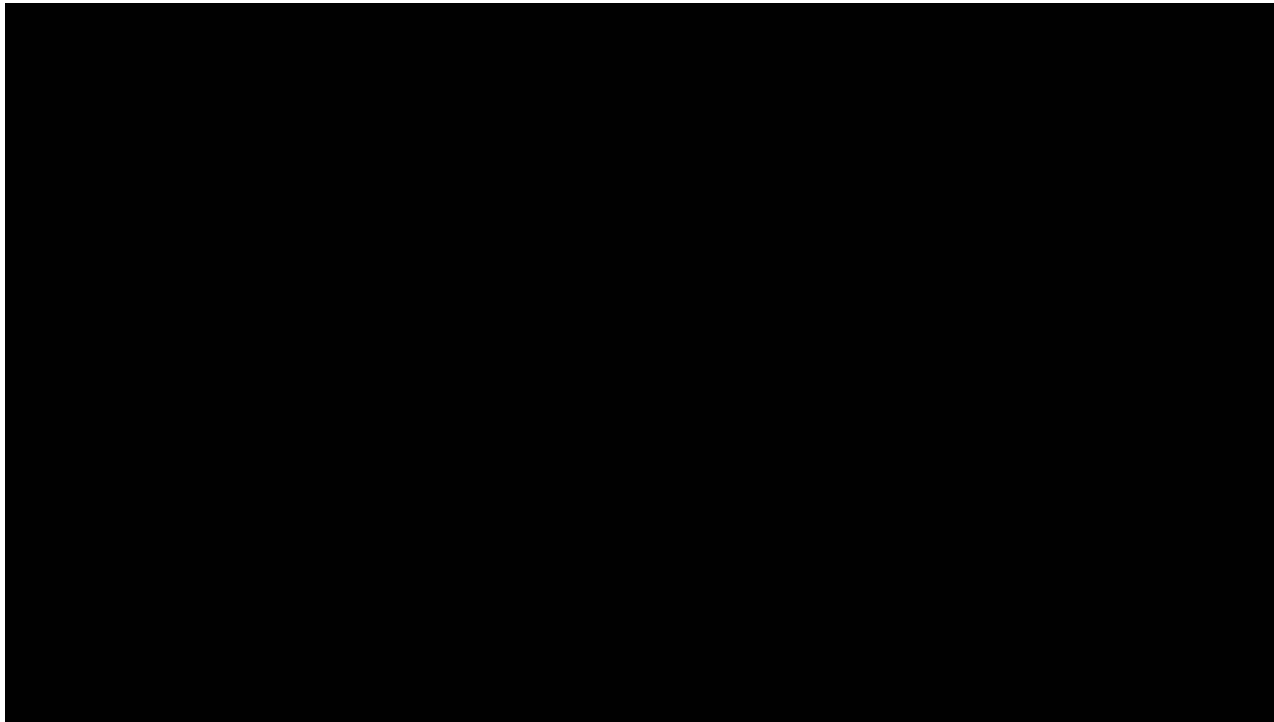
Courtesy of Dr. Montalvo



*One family, together*

## NdYAG Laparotomy procedures ( Polycystic Ovarian Syndrom )

Courtesy of Dr. Montalvo



*One family, together*



## Laparoscopic procedures – benefits of NdYAG laser:

- Can cut and coagulate while submerged under fluid
- Minimizes post-op adhesions
- No tissue charring
- Fast patient recovery with less pain and inflammation
- Neighboring tissue is preserved (opposite to monopolar)





## NdYAG Laparoscopic procedures ( Myomectomy )

Courtesy of Dr. Montalvo



*One family, together*

## Hysteroscopic procedures – benefits of NdYAG laser:

- Easy access and visualization
- Coagulates using any type of liquid irrigants (glycine, physiological solution or Ringer's lactate)
- Simple handling when compared to other techniques
- Great access to distant and cumbersome locations which are difficult to reach with other instruments (scissors, graspers or cautery)
- Controlled depth of activity, non piercing, not dangerous.



## NdYAG Hysteroscopic procedures ( Intrauterine Myomectomy )

Courtesy of Dr. Montalvo



*One family, together*

## NdYAG Hysteroscopic procedures ( Epiplaic Adhesions )

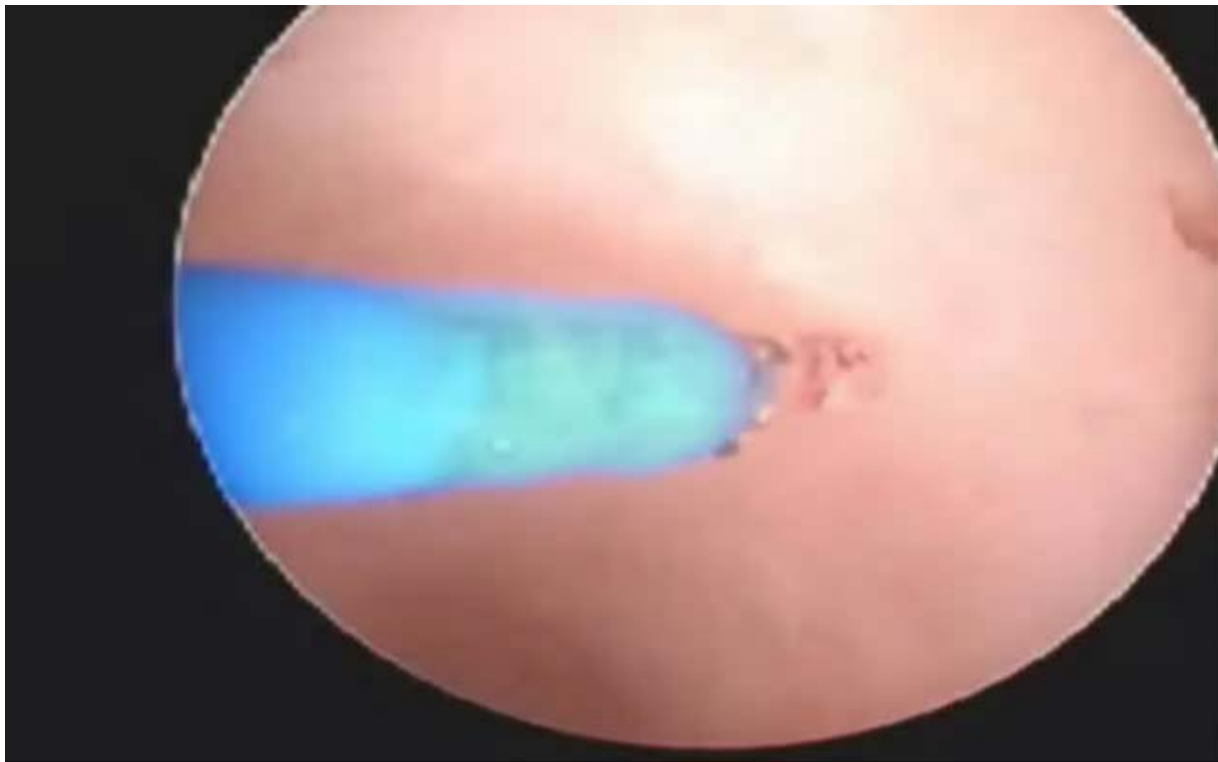
Courtesy of Dr. Montalvo



*One family, together*

## NdYAG Hysteroscopic procedures ( Intrauterine Polyps )

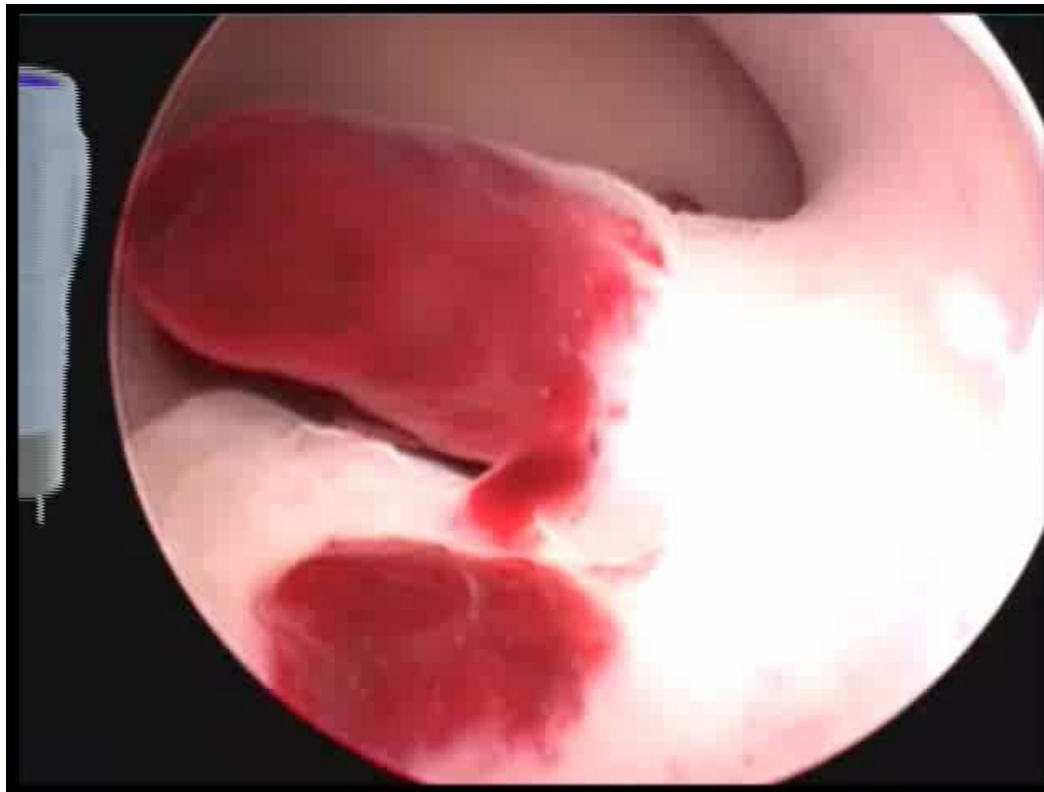
Courtesy of Dr. Montalvo



*One family, together*

## NdYAG Hysteroscopic procedures ( Intrauterine Polyps )

Courtesy of Dr. Montalvo



*One family, together*



# Overview of Gynecology Applications

## Er:YAG

- **Thermal non-ablative procedures**
- **Ablative surgical procedures**

## Nd:YAG

- **Laparotomy procedures**
- **Laparoscopic procedures**
- **Hysteroscopic procedures**

*One family, together*

## **Aesthetic Gynecology Indications**

- **Laser Vaginal Tightening (ErYAG)**
- **Laser Labial Trimming (ErYAG)**
- **Laser Vulvar Melanosis (ErYAG)**
- **Liposuction of the pubis mound (NdYAG)**
- **Vulvar Hair Removal (NdYAG)**
- ....



## Medical Gynecology Indications

- **Stress Urinary Incontinence (ErYAG)**
- **Genital Warts (Condylomas) (ErYAG)**
- **Cervical dysplasia (HVP) (ErYAG)**
- **Zoon's disease (ErYAG)**

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- **Myomectomy (NdYAG)**
- **Polycystic Ovarian Syndrom (NdYAG)**
- **Cervical and Intrauterine Polyps (NdYAG)**
- **Epiploic Adhesions (NdYAG)**
- **Fibrous Synechiae (NdYAG)**
- ...





# **Laser Gynecology :** **great program in new and very** **attractive market segment**



# Applications that sell :

**Laser Vaginal Tightening**  
**Stress Urinary Incontinence**

The Highest Performance, Best Made Laser Systems in the World



**Thank you for your attention !**