

FEMININE REJUVENATION

THE O-SHOT

In this issue of SalonNV we look at something, different. Something a bit more intimate. Feminine rejuvenation. Yes, we're going to talk about rejuvenating the intimate area.

Believe it or not, this topic came straight from the editorial board of SalonNV, and rightly so. These treatments are surpassing being just a 'growing trend', but have quickly become an established procedure, both surgical and non-surgical treatments. Labia-plasties (surgical contouring of labial) are very much on the rise. As always, it's important to know the facts and where to turn.

What is Feminine Rejuvenation?

Feminine rejuvenation is the new evolving branch of cosmetic surgery and aesthetic medicine, looking to rejuvenate your feminine area and restore youthful function and health. I suppose your first question is why? (It was mine) Let's look at ageing, of the intimate area, rather than our usual focus on facial ageing.

We are all aware that the ageing process affects every part of us, inside and out. Vaginal ageing is no different. Puberty, childbirth, sexual partners, and menopause all contribute to vaginal ageing. Sadly, these changes aren't often discussed topics, meaning women are typically uninformed and woefully unprepared for the realities of the process.

The changing vulva

First thing's first: While closely connected, the vulva and vagina are two different things. The vulva is the outside, and the vagina is the canal. Often, women talk about their vagina, and what they really mean is their vulva, the lips, the clitoris, the labia majora (outside lips), the labia minora (inside lips), and even the urethra.

The vulva remains largely unchanged from your late teens to your 40s, and even into your 50s. At some point, however, Vulvovaginal Atrophy (VVA) (a.k.a. Genitourinary Syndrome of Menopause, or GSM) begins, resulting from the gradual loss of oestrogen that comes with peri-menopause and menopause. That means, the tissue can become more pale and smoother, the labia can become less distinct, and the vulva will lose its fullness.

This is not something to start stressing out about. It's the natural ageing process.

The vagina itself

VVA affects the vagina as well as the vulva. The loss of sex hormone (oestrogen) can result in dramatic changes in the appearance and function of the vagina. The vaginal opening can shrink, and the length of the vagina can shrink. Irritation can also follow.

Words: Dr Nestor



Irritation occurs because the vaginal walls become thinner, losing elasticity and especially moisture. Anywhere from 20 to 50 percent of women start to complain about the sensation of burning and itching—and these are chronic sensations. With sex, it becomes more

pronounced. And that's when they'll really notice it, because it's painful. While sex is the main instigator of itchiness, there are some people who notice it other times, maybe when they're walking or doing exercise.

These unwanted sensations.

Fortunately, there's both long-term and temporary relief for the discomfort that comes with VVA. Dr Swica (renowned physician in menopause and women's health) has the following tips:

- Moisturisers are something you use twice a week to keep the vagina moist. Moisturisers like Replens and Luvena eliminate the feeling of dryness.
- Lubricants are what you use when you need much more moisture during sex. There's silicone, water, and oil-based lubricants
- Restore moisture. Local Oestrogen Therapy is a low-dose of hormones administered via pill, cream, or ring (see your GP or gynaecologist).
- "If women value their sexual life, it's better to stay sexually active on a regular basis," says Dr. Swica, since regular intercourse helps the vagina remain moist and flexible.

The infection connection

The good news: ageing doesn't necessarily mean more yeast infections.

The bad news: ageing could mean more of those other infections.

Without oestrogen, the flora of the vagina changes and the tissue around the urethra is thinner, so women become more prone to urinary tract infections. The epithelium becomes thinner, so women are more vulnerable to sexually transmitted infections and HIV. Bacterial vaginosis may also become more prevalent as well.

Local Oestrogen Therapy can thwart the onset of these diseases, since it helps restore your flora. Moisturising, lubricating, and sex are also helpful, as they keep vaginal tissue supple and less disposed to small tears.

Feminine rejuvenation

Enter feminine rejuvenation procedures in aesthetic medicine. Dermal fillers (similar to ones used in the face) have been trialed to help restore fullness of the vulva and vagina. However these have perhaps not had the same success as 'The O-Shot'. In case you're wondering, yes, the 'O' stands for 'orgasm'.

What is it?

The O-Shot is a new procedure developed to solve your sexual problems, increase your pleasure, and rejuvenate your vagina. It was first introduced to Europe by Dr Sherif Wakil on Harley St a few years ago. Its popularity and efficacy has sky rocketed since.

It is a nonsurgical technique that uses the growth factors each woman has in her own body to stimulate vaginal and clitoral rejuvenation to activate the Female Orgasm System. Thus far, Dr Wakil reports that almost all women receiving the O-Shot procedure enjoy an increased sexual response, and for many the improvement is dramatic. The O-Shot can also be effective in improving and treating conditions such as urinary incontinence.

Small studies show that when platelet-rich plasma (PRP) is injected, stem cells multiply and grow new younger tissue. PRP is the serum derived from taking a sample of your own blood, and spinning it in a centrifuge. The serum at the top is full of growth factors,

chemical messengers and, basically, all the good stuff that helps heal wounds and restore collagen. The O-Shot procedure works by using PRP to stimulate stem cells to grow healthier vaginal tissue. The whole procedure for processing the blood and injecting the growth factors takes less than 45 minutes.

What's involved in the procedure?

First, the doctor or nurse will apply a numbing cream to the vagina. In the same way as a blood test, blood is then drawn from the arm and this is where the PRP is extracted.

A very thin needle is then used to inject the growth factors into a few specific, targeted places in the patient's vagina. As these areas have already been numbed with anaesthetic cream, little or no pain is felt. In some cases, the effect is immediate, but it can take up to 3-4 weeks.

Only physicians who have been trained and certified to perform the O-Shot can perform the procedure.

Results can be quick, with benefits noticeable after a couple of days, as the growth factors begin to rejuvenate the vagina and enhance the sexual response.

Over the proceeding weeks, both the vulva and vaginal wall start to thicken and become fuller, restoring its more youthful architecture. This helps restore moisture, leads to less irritation (due to thickened wall), and may have an impact on the immune defence system. There is also anecdotal reports of helping with some forms of urinary incontinence as a result

of the thicker, plumper tissue.

There has yet to be a large published study on the effects and benefits of non-surgical feminine rejuvenation with dermal fillers or the O-Shot, however there is certainly growing praise from patients who have had this treatment. Each woman's experience with the O-Shot will be different, but growing positive feedback from patients include:

- Younger, smoother skin of the vulva (lips of the vagina).
- A tighter introitus (vaginal opening).
- Increased arousal from clitoral stimulation.
- Increased sexual desire.
- Increased natural lubrication.
- Increased ability to have a vaginal orgasm.
- Stronger orgasms.
- Decreased pain for those with dyspareunia (painful intercourse).
- Decreased urinary incontinence.

Aesthetic medicine is developing at an exponential rate and many new treatments that emerge, quickly burn out. It's therefore important to visit a respected practitioner who has done their homework, is trained and experienced, and always has your best interests in mind. You are a patient, not a client. The O-Shot is a promising development in women's health, and has, to my knowledge, no complications. Results, as with everything, vary. Speak to your doctor or nurse about whether it's right for you.

The O-Shot is a new procedure developed to solve your sexual problems, increase your pleasure, and rejuvenate your vagina.

If you would like to know more about any of these treatments, visit my page, www.drnestor.co.uk, or call 0141 552 0828 to make a free, no obligation consultation with myself or email me at contact@salonnv.co.uk

