



### CHIC SUDS

Developed by doctors and dermatologically tested, **DeoDoc Daily Intimate Wash** puts a pretty, pampered spin on feminine hygiene.



### V VIP

A little bit of **The Perfect V VV Cream** helps keep bikini bumps at bay between shaving, waxing and laser treatments.

One issue with this is that it can be difficult to perform kegels the right way, which is why so many blogs and books have been written on the subject and an assembly of at-home and in-office devices have been developed. The need for effective solutions has escalated so much that there's even a new kegel chair called Emsella, which Barshop offers at VSpot and says is the most efficient way to perform kegels consistently. "It stimulates the entire pelvic floor region using high-intensity focused electromagnetic (HIFEM) energy—it delivers a pulsating sensation of sorts as it contracts the muscles, but it doesn't hurt," Dr. DeLucia says. "It allows our patients to do 11,200 perfect kegel exercises, which is impossible for them to accomplish on their own and would take about 69 hours." The chair is comfortable, in a \$125,000 clinical way, and patients can stay fully clothed during each 28-minute treatment (six are suggested)—Barshop's clients often watch episodes of *Friends* on a TV in the room during sessions.

When doing kegels at home, biofeedback devices such as Elvie Trainer and PeriCoach offer a high-tech way to track them in real time via Bluetooth technology. "They're small devices that somewhat resemble sex toys, and once inserted into the vagina, they analyze each kegel and send the data to a corresponding app," Barshop says. "The apps also provide users with quick pelvic floor exercise routines to do each day, and then monitors their progress."

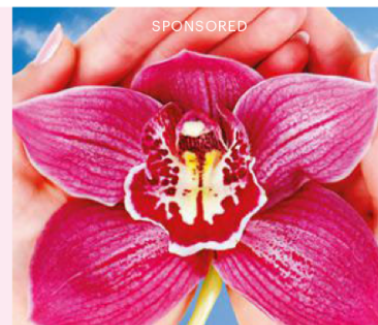
### SKIN SENSE

The skin down there changes and ages over time similarly to the skin on the rest of the body. Although pop-culture moments like Amber Rose's #bringbackthebush post on

Instagram prompted many of us to embrace a more natural look, European Wax Center says its most popular service is still the Brazilian. That's one reason why brands such as The Perfect V, DeoDoc and European Wax Center have created skin care lines for the area. Avonda Urben, founder of The Perfect V, says, "When most or all of the hair is removed via waxing, shaving or lasers, the skin is more exposed, but it doesn't usually get the treatment it needs to keep it soft, smooth, and free of redness and bumps. My products are meant to be used like a multistep skin care routine, just like how we take care of our faces."

Urben, who coined the term "Vanicare" in hopes of making below-the-belt topical products as accessible as getting a mani, says we deserve luxurious products for this area. From pH-balanced washes to exfoliators that reduce ingrown hairs, modern formulas are being made with V-friendly ingredients such as natural fruit and flower extracts, and without any of the potentially irritating ones like synthetic fragrances and sulfates that can disrupt the vagina's pH balance or dry out the skin. Many of these products also come with a stamp of approval from gynecologists.

High-end spas are embracing the new category, too—select Canyon Ranch and Four Seasons locations now carry The Perfect V products—and see it as an opportunity to elevate their waxing services. Some spas offer an actual Vanicare body treatment, which Urben created to not only cleanse, exfoliate and moisturize the bikini zone, but also the hips, inner thighs and lower stomach. "I'm not creating a new behavior—we've been grooming this area for years, but we just didn't have the products to do it the right way until now." **ND**



## DRAMATIC RESULTS

As women undergo childbirth and get older, they can experience a loss of strength in their vaginal tissue, which is mainly due to a loss of collagen or altered connective tissue. This can cause what is known as vaginal laxity, which can result in decreased sensation and pleasure with intercourse, as well as urinary incontinence. The Viveve System is designed to treat these issues and works via a small probe that's inserted into the vagina, which emits radio-frequency waves to heat the tissue and prompt the production of new collagen. This allows the vagina to regain its prior structure and function, and in turn, laxity is decreased, sensation is restored and urinary leakage is alleviated.

The difference between the Viveve System and other radio-frequency devices is that it uses cryogen-cooled monopolar radio frequency (CMRF) technology, which enables the device to produce significant, sustained collagen changes while the cooling component allows it to reach deeper layers of tissue for an extended period of time without causing damage or burns to the mucosa. The cooling feature also makes the procedure completely comfortable and virtually pain-free for the patient.

"The treatment only takes 30–45 minutes, so women can have it done on their lunch break and return to work with no limitations," says Valencia, CA obgyn Courtenay Poucher, MD. "Most women notice improvement within 30 days, but the body can take up to 90 days to achieve full results, which last a year or longer."

### WHAT THE PATIENT SAYS:

"This treatment was so amazing and easy. I only needed one session, which was great to not have to go back and forth. What made me really happy was that it was painless and had no downtime. Right away I noticed I didn't have any leakage when I exercised. It was a win-win situation!"

The Viveve System is indicated for the treatment of vaginal laxity, sexual function or urinary incontinence in more than 60 countries, and use in general surgery for electrocoagulation and hemostasis in the United States.