

THE

AESTHETIC

The Leading Aesthetic Practice Resource™

PRIMARY CARE EDITION

GUIDE™



Silk'n Enhances In-Office Hair Removal

Silk'n from Home Skinovations (Yokneam, Israel) brings safe, effective hair reduction to the privacy of the home by harnessing a novel technology similar to intense pulsed light (IPL), in a small home-use device. Available only through physicians, the FDA cleared Silk'n serves as both a post treatment maintenance solution for some practitioners and an economical entry into the light-based hair reduction market for others.

continued on page 3

Injected Lipolysis

Aesthetic Market Recession

Neurotoxin Safety

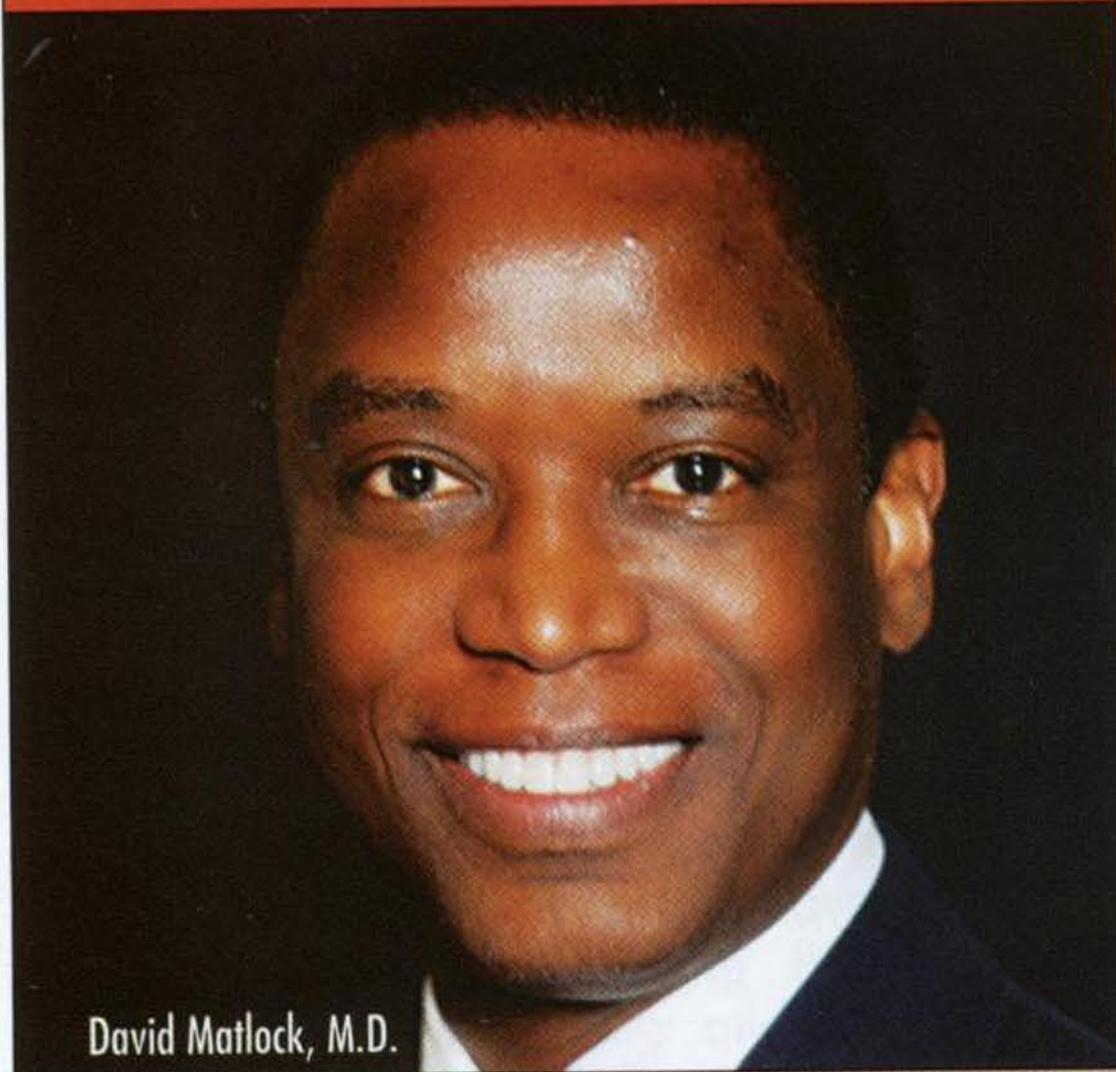
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Expert Opinions



David Matlock, M.D.

Tightening the vaginal muscles with Laser Vaginal Rejuvenation® (LVR) or enlarging the erogenous Gräfenberg spot (G-spot) are two aesthetic procedures, developed by David Matlock, M.D., a gynecologist in private practice in Los Angeles, Calif., to enhance female sexual gratification.

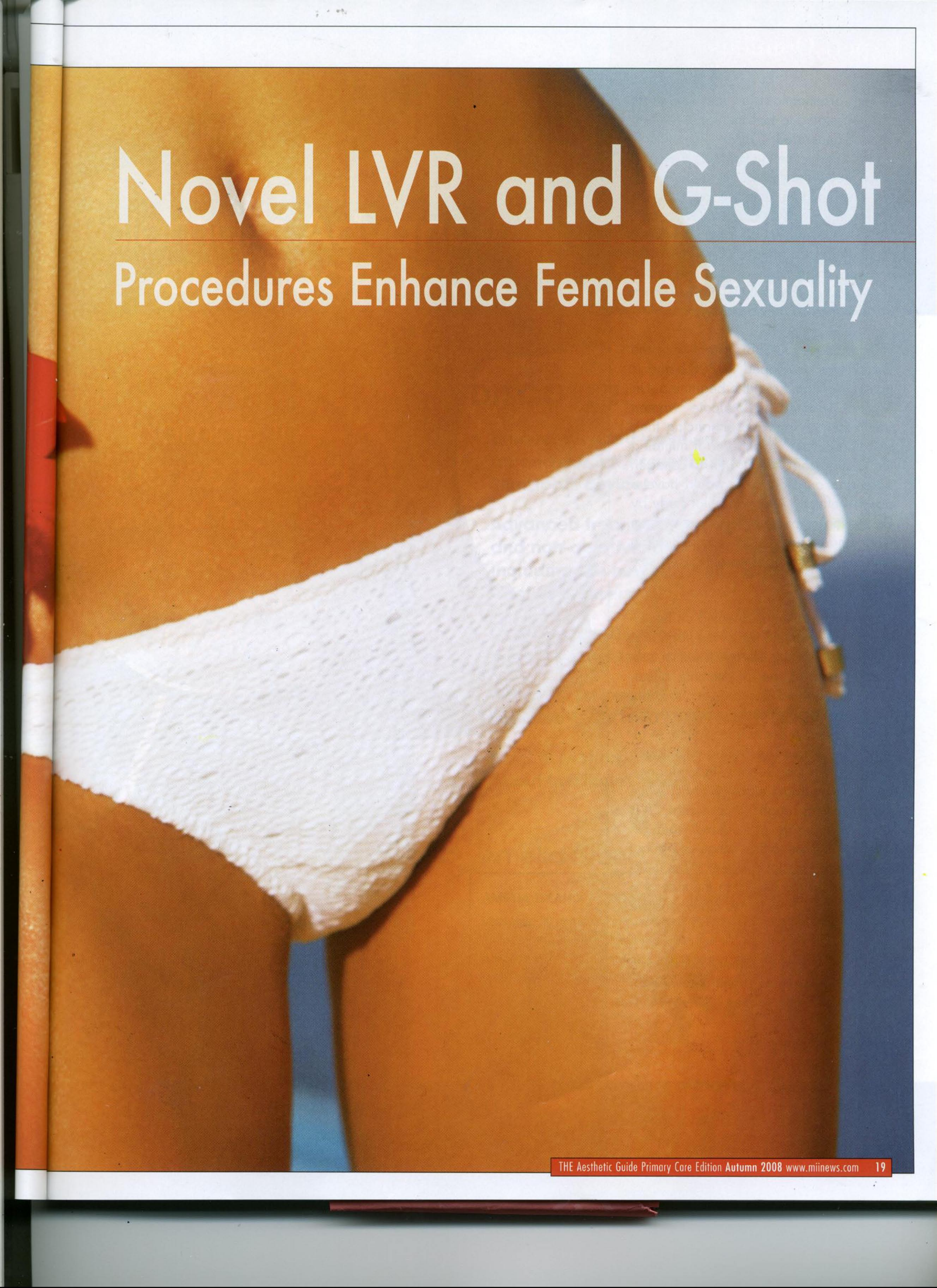
LVR is marketed to women who have had multiple births (often a minimum of three) or who have delivered a large baby. Patients present with muscles that are stretched apart at the top, bottom and outside of the vagina due to child births or aging. "We concern ourselves with form, function and appearance. For these women sex is no longer the same," said Dr. Matlock, who developed the one hour, outpatient surgical procedure in the mid-1990s.

Dr. Matlock employs PhotoMedex's (Montgomeryville, Penn.) 980 nm diode laser for ablation – with its pinpoint cutting ability, precision and homeostasis – under general anesthesia for nearly all patients. "With the laser, we open up the mucosa (the top of the vagina), so we can get to the muscles and support tissues," Dr. Matlock explained. Suture material is then used to tighten the muscles in all three regions (top, bottom and outside).

"We ask our patients how tight they want to be," said Dr. Matlock, who performs on average five of these procedures a week. Studies have found that

A close-up photograph of a woman's hand holding a large, vibrant red hibiscus flower. The background is a soft, out-of-focus blue and white. The woman is wearing a white bikini bottom with a white cord tied around her waist.

“Our mission is to empower women with knowledge, choices and alternatives.”



Novel LVR and G-Shot

Procedures Enhance Female Sexuality

Expert Opinions

sexual gratification for the female is directly related to the amount of frictional force generated. "Universally, patients tell me they desire the tightness they had when they were younger or prior to having any children and we are able to achieve that with LVR. The effect is considered permanent, as long as women do not have any more children or tamper with their vagina." In addition, "patients can have their stress urinary incontinence corrected via LVR."

Dr. Matlock's G-Shot, to enhance the G-spot was developed in 2002 and is patent pending. From the beginning, Dr. Matlock wanted to educate women about their G-spot and enhancing their sexual arousal. "I wondered if numbing the G-spot, injecting it with a collagen base and augmenting it would have a positive effect." A clinical pilot study by Dr. Matlock showed that 87% of women who underwent G-spot amplification with the G-Shot reported enhanced sexual gratification.

Once the patient is oriented on her G-spot (located on the top of the vagina at the bladder neck), she performs a self-examination at the physician's office, alone and behind closed doors, to verify the zone. Dr. Matlock then examines the patient with a nurse in attendance, to re-verify the zone. The standard collagen injection into the G-spot with local anesthesia takes about eight seconds, while the effect lasts roughly four months. "It is a very, very safe procedure," said Dr. Matlock, whose office schedules about five injection sessions a week. "The injection bulks up the G-spot to the size of a quarter," thus, it becomes more sensitive and identifiable.

For both LVR and G-Shot, "our mission is to empower women with knowledge, choices and alternatives," Dr. Matlock stated.

