

NYC Female Genital Cosmetic Surgeons' Websites Exaggerated and Misleading Claims

The following quotes were taken from the websites of doctors doing female genetic cosmetic surgery in Manhattan, NYC, as examples of what we believe are flagrant and misleading claims. There is no scientific consensus supporting these claims; they are exaggerated and unproven. Many of the statements about what cause women's sexual pleasure and 'gratification' are based on simplistic dubious assumptions about women's bodies and sexuality. Many also distort ideas about what is considered 'natural' and 'normal' and in this way may encourage and exacerbate unfounded anxiety and dissatisfaction for women about their genitalia. All quotes were accessed on October 13th 2008.

Dr. Radoslav Jovanovic and Dr. Kevin Jovanovic, <http://www.lvri-nyc.com/index.html>

"LASER VAGINAL REJUVENATION® FOR THE ENHANCEMENT OF SEXUAL GRATIFICATION"

"EVERY SINGLE PROCEDURE HAS BEEN CONCEIVED AND DEVELOPED FROM LISTENING TO WOMEN"

"In one of our patient surveys, women were asked; do women want to be loose or relaxed or do women want to be tight? Women answered 100% - women want to be tight."

"LVR® can accomplish what ever you desire."

"We have found that the vaginal and vulvar issues women are self-conscious about can be solved with LVR® and DLV®."

"In vaginal relaxation ... the vagina is no longer at its optimum physiological state."

"Many women bring us magazines such as Playboy and say that they want to look like this. With DLV® -laser reduction labioplasty, we can accomplish the desires of the woman."

"Our DLV® -laser reduction labioplasty will restore that youthful look and feel."

"DLV® -Augmentation Labioplasty of the labia majora via autologus fat transfer ... provides a beautiful and natural enhancement of the labia majora."

"DLV® -Vulvar Liposculpturing can completely remove the unsightly fatty bulges of the mons pubis (pubic area) and labia majora. The fatty accumulations in these structures produce clothing and undergarment, and bathing suit irregularity and buldges. In some cases it can prevent women from wearing clothing of their choice. DLV® -Vulvar liposculpturing will aesthetically enhance, reduce and define the structures."

"vaginal relaxation has a detrimental effect on sexual gratification because of the reduction of sexual feelings or pleasure."

"Many people have asked us for an example of the aesthetically pleasing vulva. We went to our patients for the answer and they said the playmates of Playboy."

"Laser Perineoplasty can ... provide a youthful and aesthetically appealing vulva."

"Augmentation Labioplasty can provide aesthetically enhanced and youthful labia majora"

“Vulvar Lipoplasty can remove unwanted fat of the mons pubis and upper parts of the labia majora. Liposculpturing can alleviate the unsightly fatty bulges of this area and produce an aesthetically pleasing contour.”

“Women of the world inspired all of the surgical designs. For this, we as well as present and future patients thank the “true pioneers” and inspirational forces that made Laser Vaginal Rejuvenation® a reality...WOMEN.”

Dr. Ronald Blatt, The Manhattan Center for Vaginal Surgery,
<http://www.centerforvaginalsurgery.com/nyclabiaplasty/vaginoplastynyc.htm>

“Many women will complain of decreased sensation and sexual satisfaction during intercourse. Commonly this is due to a lack of friction. Often their partner may notice a change although he may say nothing.”

“Vaginoplasty will increase friction during intercourse. After surgery, the vaginal tightness is similar to the pre-baby days. You will easily feel the difference and so will your partner.”

“A New Beginning.... A New You @ The Manhattan Center For Vaginal Surgery.”

“The Manhattan Center for Vaginal Surgery specializes in elective genital cosmetic surgery to make you feel and look your best.”

“Labiaplasty can greatly enhance the cosmetic appearance of the outer vagina giving many women greater confidence and self esteem.”

Dr. Gary J. Alter, Labiaplasty by Dr Alter, <http://www.labiaplastycenters.com>

“In most women, the labia minora are seen only when the legs are separated. However in some women, large labia minora are visible when the legs are not apart, or are barely separated, causing embarrassment, self-consciousness, and distancing in relationships. Enlarged labia may also be noticeable in tight fitting pants, and can cause discomfort during intercourse, with clothes, or with exercise. Enlarged labia are usually congenital but may be increased from hormonal changes or childbirth. Labiaplasty is a procedure to correct this problem.”

“the results [of labiaplasty] are immediate and long lasting with almost 100% patient satisfaction.”

“Labiaplasty surgery is relatively minor and is not very uncomfortable.”

“Vaginoplasty (vaginal rejuvenation) is a simple in-office procedure under local anesthesia.”

“Is it recommended to undergo labiaplasty if I’ve not had children yet? Absolutely. If large labia bother you either physically, or emotionally then it simply doesn’t make any sense to live with these physical or emotional pain. Why would you wait? After labiaplasty, your self-esteem and anatomical form will be corrected.”

“Having labiaplasty performed early can result in an anatomical correction that results in greater patient self-esteem as they mature.”

“It will also be very apparent to your sexual partner that the external structure of the labia has been altered visually—namely, they’ll be smaller and better aligned. Your sexual partner will clearly notice this change for the better.”

"Vaginal Rejuvenation or Vaginoplasty refers to the posterior reconstruction of the vaginal vault and perineum, making the vagina smaller and pelvic floor stronger to assist in achieving the youthful gratification of sexual activity."

"The loose feeling that many women feel is noticed even more by their male partner during sexual intercourse. Vaginoplasty decreases the actual diameter of the vagina, which results in increased friction during intercourse, making intercourse a much more pleasurable experience for the patient and her partner."

"Tightening of the vagina may enhance sexual pleasure of the woman and her male partner, this procedure is called vaginal rejuvenation."

Dr. Robert A. Jason, Laser Vaginal Rejuvenation Institute of New York, <http://www.lvri-ny.com/index.asp>

"few women are aware that through advanced laser surgical techniques they can dramatically improve their sexual pleasure and their self esteem"

Dr Jason "physically reforms the vaginal area to make intercourse more pleasurable for a woman and her partner"

"Laser Vaginal Rejuvenation® (LVR®) is an hour and a half outpatient surgical procedure designed to enhance a woman's sexual experience."

"The Laser Vaginal Rejuvenation Institute of NY can increase the friction during intercourse so it is more pleasurable for a woman and her partner."

"Most women tell us that they do not want the small inner lips to project beyond the large outer lips. With laser reduction labioplasty, we can accomplish the desires of the woman."

"Overall, the procedure [Laser Perineoplasty] can provide a youthful and aesthetically appealing vulva."

"Augmentation Labioplasty can provide aesthetically enhanced and youthful labia majora"

"Liposculpturing can alleviate the unsightly fatty bulges of this area [mons pubis and upper parts of the labia majora] and produce an aesthetically pleasing contour."

"In Laser Vaginal Rejuvenation, ... It is also possible to re-create the vaginal tightness associated with a younger woman. This will make intercourse more pleasurable for both you and your partner."

"Question: Ever since I had my last baby, I felt left out of sex. Will the surgery change this? Dr. Jason: It is possible that your partner has had similar feelings. Delivering your baby stretched out your vaginal walls much like an overstretched rubber band. Therefore both of you were not as stimulated during lovemaking. After Laser Vaginal Surgery, the vagina will be tightened and the muscle tone is restored which increases friction. This will result in greatly increased sexual gratification."

Dr. Sha-Barbara McDaniel, Laser Vaginal Institute of Manhattan, <http://laser.vrimanhattan.com/index.html>

"Good Sex, Better Sex & Body Re-Shaping. Your Search is finally over. The age old quest for the fountain of youth might never end but we have discovered how to give you A Tighter Vagina, A Beautiful Vagina, A More Sensitive G-spot, The Body Shape You Want..."

"Vaginal relaxation has a detrimental effect on sexual gratification because of the reduction of friction generated, and subsequently sexual stimulation or pleasure. Hence the sensual side of sexual gratification is diminished."

“Laser Vaginal Rejuvenation (LVR) is a one-hour outpatient surgical procedure designed to enhance sexual gratification”

“Many people have asked us for an example of aesthetically pleasing vulva. We went to our patients for the answer and they said the playmates of Playboy.”

“We can accomplish the desires of any woman”

“Laser Perineoplasty can rejuvenate the relaxed or aging perineum. It can also enhance the sagging labia majora (large outer lips) and labia minora. Overall, the procedure can provide a youthful and aesthetically appealing vulva.”

“Augmentation Labioplasty can provide aesthetically enhanced and youthful labia majora by autologous fat transplant. AFT is the removal of the patient's fat via liposculpturing and transplanting it into the labia majora and/or, the buttocks to lift and accentuate the bottom (also known as Brazillian Butt Augmentation).”

“Vulvar Lipoplasty can remove unwanted fat of the mons pubis and upper parts of the labia majora. Liposculpturing can alleviate the unsightly fatty bulges of this area and produce an aesthetically pleasing contour”

“Recent studies have shown that 87% of women who received the G-Shot® experienced a noticeable improvement in sexual pleasure. G-Shot® amplification will enlarge the G-spot making it easy to locate and allow the woman to experience the ultimate climax.”

“[The G-Shot] can enhance sexual stimulation for women and deepen many facets of pleasure”

**Dr. Robert Rho, The Labiaplasty Master Surgery Center, Laser Vaginal Rejuvenation Institute of Metro New York,
<http://www.labiadoctor.com/>**

“offers a variety of cosmetic and reconstructive gynecological surgical services to beautify female genitalia and restore sexual function”

“Dr. Robert Rho has developed and refined a special reconstructive cosmetic surgical technique of labiaplasty and clitoral hood reduction to reduce uneven, enlarged, or asymmetrical labia minora, labia majora, and/or clitoral hood to a *sleeker, thinner, more comfortable, and more appealing size and shape with typically excellent, very natural-looking results.*” [his emphasis]

“Our patients have been extremely pleased with Dr. Rho's truly amazing, beautiful, and very natural-looking labiaplasty and clitoral hood reduction results.”

“Dr. Robert Rho, with over 15 years experience, performs vaginal rejuvenation surgery by *reconstructing and tightening the vagina* to a smaller, more normal-sized opening.” [his emphasis]