

## Prominent Vagina Rejuvenation Treatment in ASEAN World Today

Adibah Hanim Ismail<sup>1</sup>, Kaveeshna a/p Arumainathan<sup>2</sup>, Muhammad Farhan Bin Abdul Rashid<sup>2\*</sup>



<sup>1</sup>University Putra Malaysia,  
Faculty of Medicine & Health  
Sciences, Malaysia

<sup>2</sup>Ungku Shahrin Medical  
Aesthetic Research & Innovation  
USMARI Centre, Petaling Jaya,  
Selangor

*Address of corresponding author:  
Ungku Shahrin Medical Aesthetic  
Research & Innovation USMARI  
Centre, S62-1, Red Carpet  
Avenue, Encorp the Strand Mall,  
Kota Damansara PJU 5/22, 47810  
Petaling Jaya, Selangor  
Email: farhan@usmari.org.my*

*Received: September 30, 2022  
Revision received: October 10,  
2022  
Accepted after revision: October  
26, 2022  
www.japa-edu.org*

**Dear Editor,**

"Vaginal rejuvenation" refers to any interventional procedure that improves vaginal laxity and/or restores vaginal contour. The procedures improve the woman's vaginal functionality, elasticity, sexual pleasure, and overall well-being (1).

A growing number of women strive to overcome issues related to vaginal laxity to enhance sexual function to achieve more satisfaction during coital activity. Vaginal laxity caused by physiologic changes such as vaginal childbirth, ageing, and menopause is well-known to lead to sexual dissatisfaction among women. In most cases, vaginal rejuvenation methods have improved vaginal tone and friction.

Over the years, the advancement of technology has provided a platform for surgical and non-surgical vaginal treatments with the sole aim of improving vaginal rejuvenation. The primary objective of vaginal rejuvenation is to tighten the vagina by reducing the vaginal canal dimension and restoring the strength of the posterior vaginal wall along with the perineal body. Women usually seek vagina rejuvenation for sexual reasons, among others, due to the standardized representation of female genitalia in a culture or community or the "perfect vagina" or trying to "fulfill" their partner's expectations. The ease of pornography material available at the click of a button has also fuelled requests to "beautify" and "restore" one's intimate area.

Common procedures for vagina rejuvenation include surgical such as vaginal tightening, labia minoraplasty, labia majoraplasty, clitoral hood reduction or unhooding, lipofilling, and hymen reconstruction) or non-surgical approaches (e.g., energy-based treatments, platelet-rich plasma /PRP, and fillers, among others (2,3).

It has a wide range of therapeutic effects, such as "tightening" the vagina, treating vaginal atrophy, relieving dryness or itching, helping with incontinence issues, treating discomfort during sexual activity, and enhancing sexual experience (4), especially among women troubled by Genitourinary Syndrome of Menopause (GSM).

Despite the lack of evidence to show clear medical benefits, vaginal rejuvenation procedures have increased in popularity over the recent decade, with about a 30% increase in patient demand in western countries, due to aesthetic concerns or the desire to improve sexual function (5). A quasi-experimental study by Abedi et al. in 2014 found that low vaginal lubrication and dyspareunia are among patients seeking vaginal rejuvenation therapies.

Although the demand for vaginal rejuvenation treatment is increasing, there is still a lack of evidence-based support. Surgical procedures are provided by surgeons frequently driven by a large demand from patients seeking cosmetic vaginal transformation or management of sexual dysfunction experienced by them and/or their partners (4). Digesu further states that the outcomes of any interventions on vaginal rejuvenation, female sexual dysfunction, and vaginal laxity are inconclusive and difficult to comprehend. Federal agencies like The Food and Drug Administration (FDA) also pointed out that even though equipment like lasers is utilized for numerous surgical procedures, the agency has not authorized their use for any particularly gynaecological indication (6).

Many women have undergone non-invasive and minimally invasive procedures such as employing energy-based devices, PRP, or other therapies for vaginal rejuvenation. It is under-reported in Malaysia. It is a time to do further studies to explore our patient's awareness, preferences, and the safety and efficacy of the various procedures available.

#### Acknowledgments

No conflicts of interest declared

#### Funding

No funding was granted

#### References

1. Desai SA, Kroumpouzou G, Sadick N. Vaginal rejuvenation: From scalpel to wands. *Int J Womens Dermatol*. 2019 Mar 7;5(2):79-84. doi: 10.1016/j.ijwd.2019.02.003. PMID: 30997377; PMCID: PMC6451893.
2. Barbara G, Facchin F, Buggio L, Alberico D, Frattaruolo MP, Kustermann A. Vaginal rejuvenation: current perspectives. *Int J Womens Health*. 2017 Jul 21; 9:513-519. doi: 10.2147/IJWH.S99700. PMID: 28860864; PMCID: PMC5560421.
3. Juhász ML, Korta DZ, Mesinkovska NA. Vaginal rejuvenation: a retrospective review of lasers and radiofrequency devices. *Dermatologic Surgery*. 2021 Apr 1;47(4):489-94.
4. Digesu, GA., Tailor V, Preti M, Vieira-Baptista P, Tarcan T, Stockdale C, & Mourad S. The energy-based devices for vaginal "rejuvenation," urinary incontinence, vaginal cosmetic procedures, and other vulvo-vaginal disorders: An international multidisciplinary expert panel opinion. *Neurourology and Urodynamics*. 2019; 38(3), 1005–1008. <https://doi.org/10.1002/nau.23927>
5. Lowenstein L, Salonia A, Shechter A, Porst H, Burri A, Reisman Y. Physicians' attitude toward female genital plastic surgery: a multinational survey. *J Sex Med*. 2014; 11(1):33–39.
6. Alshiek J, Garcia B, Minassian V, Iglesia CB, Clark A, Sokol ER, Murphy M, Malik SA, Tran A, & Shobeiri SA. Vaginal Energy-Based Devices. *Female Pelvic Medicine & Reconstructive Surgery*, 2020; 26(5), 287–298. <https://doi.org/10.1097/spv.0000000000000872>
7. Abedi P, Jamali S, Tadayon M, Parhizkar S, & Mogharab F. Effectiveness of selective vaginal tightening on sexual function among reproductive aged women in Iran with vaginal laxity: A quasi-experimental study. *Journal of Obstetrics and Gynaecology Research*. 2014; 40(2), 526-531.
8. Committee on Gynecologic Practice. American College of Obstetricians and Gynecologists. ACOG Committee Opinion No 378: vaginal "rejuvenation" and cosmetic vaginal procedures. *Obstet Gynecol*. 2007; 110(3):737–738.