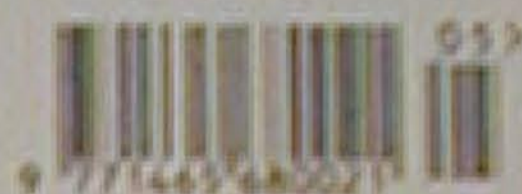


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Designer vaginas

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Designer. vaginas

Forget nose jobs
and face-lifts,
the hottest place
to have cosmetic
surgery is, erm,
down there...

Lisa, 27, is flicking through a magazine. She's saved up £3,000 to have cosmetic surgery, and is deciding exactly what look she's going to plump for. But she's not looking at beautiful bodies and faces in a fashion magazine; she's looking at full-frontal shots of vaginas in *Playboy*.

Lisa had overheard her boyfriend telling his friends he had to 'do the Mr Whippy' when they had sex. She didn't know what that meant, but thinking he was probably bragging

under the knife

about his bedroom antics she persuaded him to tell her.

It turned out that by 'doing the Mr Whippy' he meant that he had to rotate his hips in circles during sex, because if he simply moved straight in and out, he couldn't feel himself inside her. Her vagina was larger and looser than other girls he'd had sex with and just to make it extra clear, he also told her that she was 'a bit of a bucket'.

'Obviously I dumped him after that. I didn't see how the relationship could work and I really didn't want to have sex with someone who thought I was a "bucket",' says Lisa. 'But what he said about my vagina stayed with me.'

Like many of us, Lisa had dreamt of being slimmer and having cellulite-free thighs, but she'd never imagined there might be something wrong with her vagina. She'd always assumed it was fine. Once she knew she was looser than other girls, everything else she'd always thought was wrong with her body seemed insignificant. She decided to dump any ideas she'd harboured of having liposuction one day and get her vagina tightened instead.

Vaginal cosmetic surgery has been available in America for over 10 years and is being brought to England this summer. Los Angeles▶

For Regina, having something as drastic as cosmetic surgery on her vagina seemed like the only solution



Regina Black, 31, is a nurse. She had Laser Vaginal Rejuvenation a year ago.

Before I had surgery, I felt as though my vagina was much older than I was and I hated it. I was so much looser down there than I'd been before I had my two kids. I couldn't even feel my boyfriend's penis when we had sex and he would make comments about it. That made me feel like crying and I didn't know what to do.

I felt really self-conscious and began to avoid having sex. This started to take its toll on our relationship and I was incredibly frustrated – it wasn't as though I didn't want to have sex, I just felt

I had to do something about my vagina first. I wanted to be tight again so I could satisfy myself as well as my boyfriend.

He and I never really talked about it properly until I was watching TV one night and Dr Matlock came on. I called my boyfriend to come in and watch the programme with me. Up until then, it had been a big problem in our relationship, but once he saw the programme he was really supportive and I went to see Dr Matlock soon after. He told me about Laser Vaginal Rejuvenation and said it was a simple procedure that tightened the vagina. He said he could make me young again. I was so relieved that I could get help, I booked myself in ▶

◀ for the operation straight away after my first consultation.

I was drowsy when I came round but not in very much pain – probably due to the huge dose of painkillers I'd been given. All I could feel down there was a dull throbbing and I was pretty excited, as I knew it meant something had changed. I was sent home later that day with a catheter and some antiseptic swabs in my vagina to wear overnight. Within two days I was up and walking, and the catheter came out about a week later. There's no scarring at all.

I don't know the before and after measurements of my vagina.

My sex life has improved so much since the operation – we have more sex now than we've ever had. Now that I'm tighter, I'm much more confident about initiating sex

but it feels totally different and exactly like it did when I was younger. Dr Matlock said it would be six weeks before we could have intercourse, but we waited for 12 instead because I was worried it would hurt or that it might stretch my vagina again.

Back to normal

It was worth the wait – my sex life has improved so much and we have more sex now than we've ever had. I'm much more into my boyfriend and now that I'm tighter, I feel much more confident about initiating sex. Even better, my boyfriend is enjoying sex with me more, as there's much more stimulation for him, too.

It was one of the best things I've ever done. I would have happily paid more than the \$3,500 (£2,400) it cost me. In fact, I've just recommended the operation to my mum and my friends.

◀ based cosmetic surgeon Dr David Matlock turns out an average of 30 new vaginas a month on women aged between 19 and 70, and describes his surgery as a 'fine art'.

'A lot of women bring in *Playboy*, show me pictures of vaginas and say, 'I want to look like this,' says Dr Matlock, who runs the Laser Vaginal Rejuvenation Centre of Los Angeles. 'We're usually able to help everyone.'

The process is very simple – you choose your ideal shape or look from a selection of pictures and leave your vagina in Dr Matlock's hands. Within an hour, he'll have re-sculpted and re-designed it to your demands. And yes, should anyone ask, your new vagina is 'a Dr Matlock'.

Designer Laser Vaginoplasty improves the look of your vagina by removing blemishes and skin and changing the shape of the labia.

Dr Matlock has just one condition – although men often pay for their partner's operation, he insists that women must want it done for themselves and not because their partners are pushing them to do it. Everyone is interviewed at length before being given the go-ahead. Designer Laser Vaginoplasty costs from £2,600 to £4,100 and Laser Vaginal Rejuvenation from £3,330 to £5,530. Prices can go up to £9,000 for combination procedures. But what if you don't want to go abroad to have something done? 'Lots of

There's no shortage of things you can have done: your labia can be shortened, made fatter or thinner. And skin can be taken from around your clitoris, which makes it easier for you to reach orgasm

There's no shortage of things you can have done. Your inner or outer labia can be shortened, made fatter or made thinner. If one labium is longer than the other, you can have them equalised. Skin can be taken away from around your clitoris so it's more exposed, making it easier for you to reach orgasm. Areas of hyper-pigmentation or blemishes can be removed. Your vagina can also be made tighter and stronger.

'I ask women how tight they want to be,' says Dr Matlock. 'Some say they want to have the vagina of a 16 year old again, but as an average, I give most women's vaginas a two-finger diameter, which is the width of the average penis.' He can even reconstruct your hymen.

All these alterations are done using Laser Vaginal Rejuvenation and Designer Laser Vaginoplasty. Laser Vaginal Rejuvenation enhances tone, strength and control, and decreases the diameter of the vaginal opening – in other words, it makes you tighter.

women are eagerly waiting for this kind of surgery to become available in this country,' says Louise Braham from London's Harley Group of Cosmetic Surgeons, who are launching the Designer Vagina programme in England later this year. 'For some women, age and childbirth have changed the shape, size and tone of their vagina and labia. Others, like Lisa, have a naturally loose vagina or large labia.'

For many, the problem goes beyond feeling embarrassed in front of their partner. Large labia can make trousers feel uncomfortable and they are sometimes visible through swimsuits and leggings. 'They want to get something done without going all the way to America,' says Louise. 'We'll be providing a much-needed service.'

● Dr Matlock runs the Laser Vaginal Rejuvenation Centre of Los Angeles. Visit www.drmatlock.com.

For information on Designer Vagina procedures in the UK, call the Harley Medical Group on 0800 917 9000. **S**

Having her labia trimmed was a painful operation, but Paulina says she would go through it again



Paulina, 37, is a saleswoman. Her inner labia were lasered and trimmed down when she had Designer Laser Vaginoplasty in February last year.

I always had large inner labia that hung down past my outer labia and used to joke to close friends that one day I was going to have them cut off. I'd seen pictures of women's vaginas in magazines and I knew mine was very different. But I didn't even know this surgery even existed until I came across an article about it on the Internet. I then found Dr Matlock's website.

The way I looked down there really inhibited me sexually. I was very self-conscious and had a major hang-up

about my body each time I was with someone new. He'd put his hand down my pants and I'd think, 'Oh no, here we go again'. I had so much extra skin that during sex it would 'grab' the penis and move in and out with it.

I never mentioned it to any boyfriend at first, but as all my relationships were pretty serious, I'd end up saying something after a few weeks and then we'd talk about it. My boyfriends all agreed that my labia were very large, but they said it didn't matter, as they loved me and found me attractive. No one ever saw it as a problem or teased me about it – they were really supportive.

But it wasn't just in the bedroom that my labia were a problem – wearing jeans was painful because

I was self-conscious – the way I looked down there really inhibited me sexually. I had so much extra skin that during sex it would 'grab' the penis and move in and out with it

they'd dig into my labia, and I couldn't wear tight shorts or even a swimsuit because you could see a bump. I felt I had to get something done.

When I went for my consultation with Dr Matlock, I said I wanted to have my inner labia shortened so they weren't longer than my outer labia. My only worry was that surgery might take away some of the feeling, but Dr Matlock assured me it wouldn't. I was in hospital for less than a day.

No pain, no gain

I had a general anaesthetic for my operation and when I came round I was very swollen. It was painful, but not excruciatingly so – I could still move, I just had to sit on ice packs when it hurt. I had stitches all round the labia and around my vaginal opening, which really itched. I couldn't push when I went to the toilet so I was given laxatives for the first week. I was also told not to have sex for three months. I took painkillers for the first few days, but was back at work five days later and in the gym after two weeks. On a pain scale of one to 10, I'd give the operation a seven – it hurt, but not as bad as I'd anticipated.

I'm so pleased with the results. Sexually, I have so much more feeling than I used to. My clitoris is more exposed now and there's much more physical stimulation. I also find it easier to relax and enjoy sex. I have no scarring and I would recommend

it to others. If I have children and my vagina becomes loose, I'll go straight back for Laser Vaginal Rejuvenation.

The operation should have cost \$5,000 (£3,000), but I got a \$1,500 (£1,000) discount as I agreed to have it filmed for an

Australian medical journal. I've since had a breast enlargement – I've always had a boyish figure and after my labia were reduced and I started feeling sexier, I wanted a more womanly shape, too.

