

Vulva Las Vegas: Science, magic or more of the same ?

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“The question really becomes is there any science behind vaginal rejuvenation and sexual gratification? It certainly hasn’t been answered yet, but we are making moves in that direction.

Is this the final frontier? Have we found paradise; have we found the hallowed ground; have we opened the doors to heaven and are we here, or are we opening the gates of hell and getting some of the wrath of God?

There are plenty of critics out there when it comes to vaginal surgery.”



INTERNATIONAL SOCIETY OF
COSMETOGYNECOLOGY

WORLD CONGRESS on FEMALE & MALE COSMETIC GENITAL SURGERY

SEPTEMBER 29, 30 and OCTOBER 1, 2011

The Venetian Hotel in Las Vegas, Nevada

This activity has been approved for up to 21 Elective CME credits

The demand for cosmetic genital surgery in women and men is soaring. The International Society of Cosmetogynecology is proud to announce the 1st World Congress on Female & Male Cosmetic Genital Surgery.

The society has assembled the world leaders in aesthetic vaginal surgery, phalloplasty, and male/female female/male transgender surgery to share their expertise and interact with the attendees.

The Congress sets the standard for this new subspecialty and provides a complete overview of the field to gynecologists, urologists, urogynecologists, and cosmetic and plastic surgeons.

Day 1 - Thursday, September 29, 2011: Pre-Congress Post Graduate Course

A PRACTICAL AND COMPREHENSIVE REVIEW OF VAGINAL SURGERY FOR THE COSMETIC VAGINAL SURGEON

A Significant number of women requesting vaginal cosmetic procedures have associated pelvic floor defects that require surgical correction. The cosmetic vaginal surgeon must be prepared to perform safe and effective functional aesthetic vaginal surgery. The course will present our current understanding of the pathophysiology, evaluation, and surgical management of pelvic floor dysfunction. Lectures and videos will be used to describe and demonstrate the surgical procedures.

Days 2 & 3 - Friday, September 30 and Saturday, October 1, 2011

Topics range from simple cosmetic vaginal operations and penile operations to cutting-edge techniques for neovagina, vulvar reconstruction, phalloplasty, male/female, female/male transgender surgery, including procedures for male breast augmentation and female mastectomy for sex reassignment.

The Congress will critically examine the nomenclature, safety, effectiveness, complications, controversies, challenges, and innovations of this exciting new field.



Types of Female Genital Cosmetic Surgery

- **Labia minora reduction**
- **Labia majora augmentation**
- **Liposuction to mons pubis or labia majora**
- **Vaginal tightening (rejuvenation)**
- **Clitoral hood reductions**
- **G – spot amplification**
- **Hymen reconstruction**
- **Perineum rejuvenation**
- **Laser genital skin whitening.**

Why Female Genital Cosmetic Surgery?



- Pubic hair removal
- The media / we live in a world of images
- Pornography
- Digital alteration of images
- Fashion / gym culture
- Sexualisation
- Body image issues
- Significant others comments / affirmation
- Consumerism / advertising
- Internet
- Medical science and its practitioners?

Vulval Beauty and the Medical Gaze 1949 'Bergh found projection in two thirds'

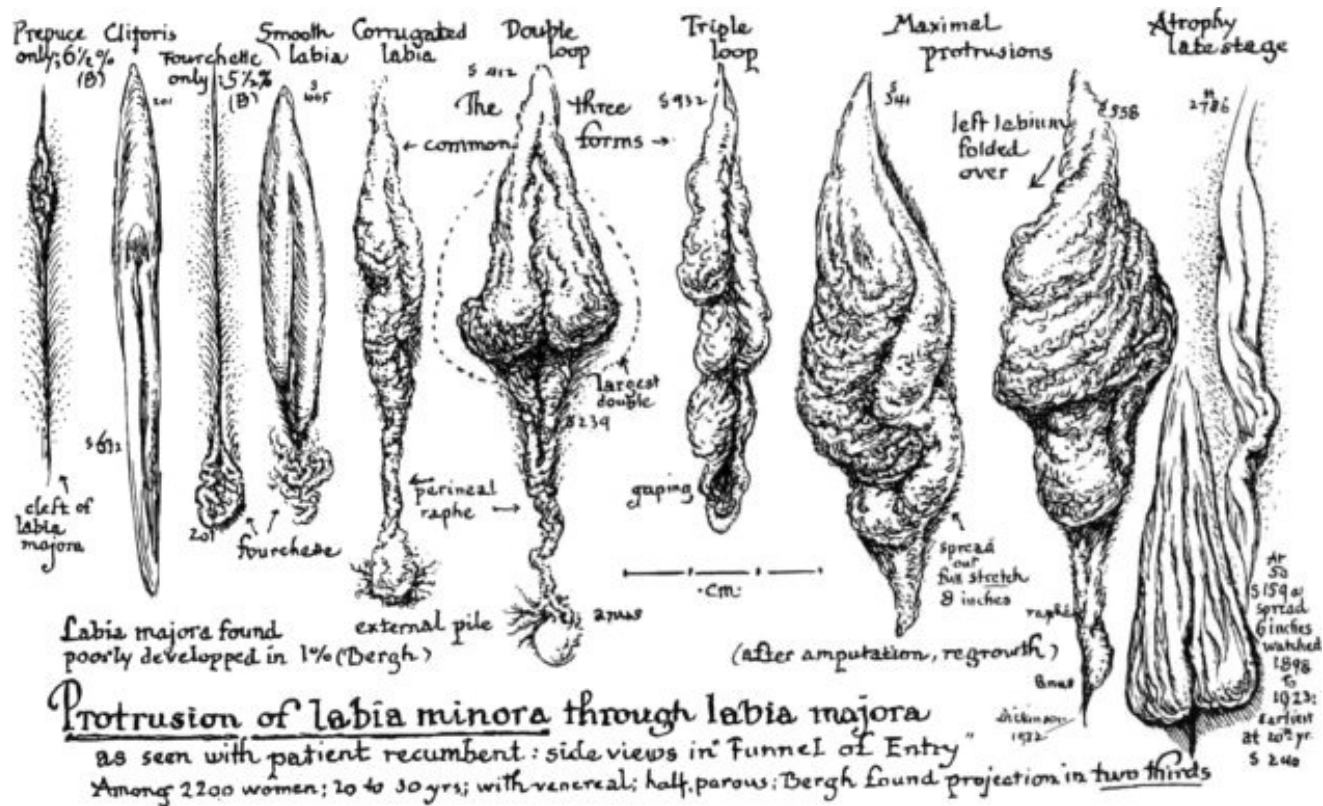


Image from Dickson 1949 in Clinical Anatomy

Volume 26, Issue 1, pages 134-152, 21 NOV 2012 DOI: 10.1002/ca.22177

<http://onlinelibrary.wiley.com/doi/10.1002/ca.22177/full#fig9>

Vulval Beauty 2013



Petter Hegre's Y Project Collection

Before and After



LabiaplastySurgeon.com

Vulval Beauty 2013



Petter Hegre's Y Project Collection

What happened at the conference



Responding to Criticism - ACOG

ACOG Committee Opinion 2007

Vaginal "Rejuvenation" and Cosmetic Vaginal Procedures

ABSTRACT: So-called "vaginal rejuvenation," "designer vaginoplasty," "revirgination," and "G-spot amplification" are vaginal surgical procedures being offered by some practitioners. These procedures are not medically indicated, and the safety and effectiveness of these procedures have not been documented. Clinicians who receive requests from patients for such procedures should discuss with the patient the reason for her request and perform an evaluation for any physical signs or symptoms that may indicate the need for surgical intervention. Women should be informed about the lack of data supporting the efficacy of these procedures and their potential complications, including infection, altered sensation, dyspareunia, adhesions, and scarring.

Global flows – a sense of brotherhood?

Welcome to The Laser Vaginal
Rejuvenation Institute of America



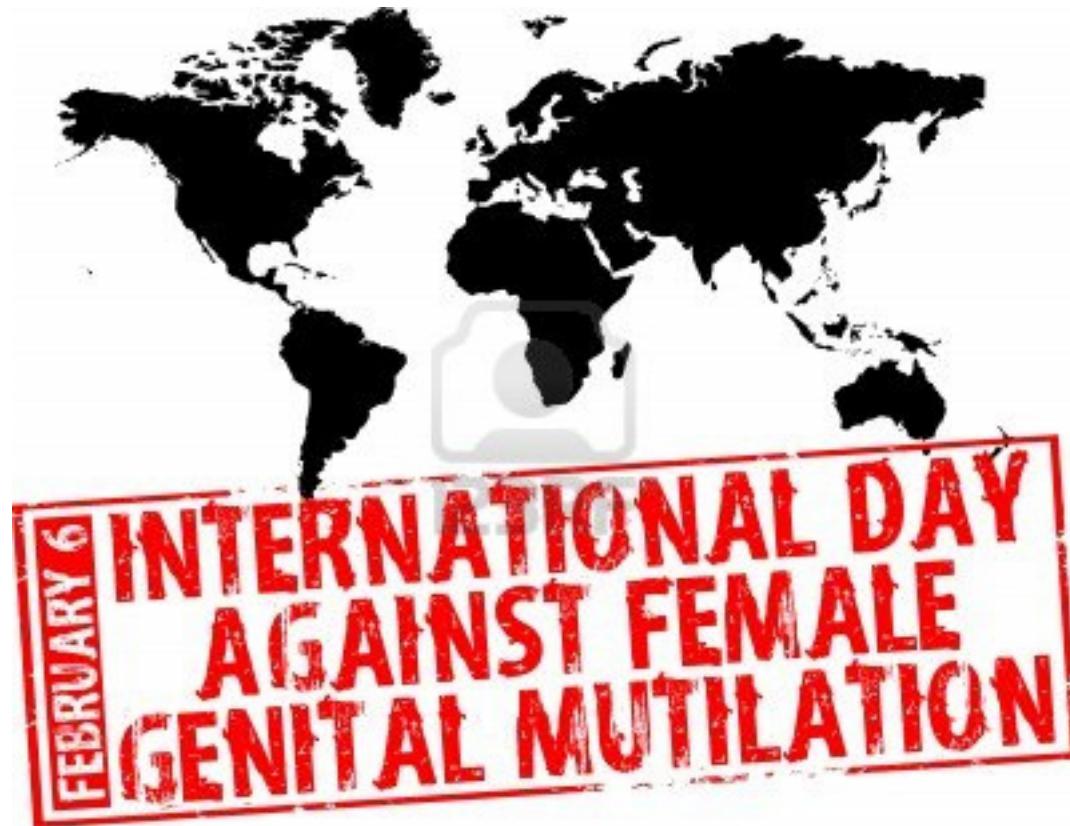
*Empowering women with knowledge,
choice, and alternatives when it
comes to their health and sexual
well-being (www.lvria.org)*



The **International Society of Cosmetogynecology** is dedicated to serving the needs of the cosmetic gynecologic surgeon, to enrich the members life both personally and professionally.

By delivering superior educational programs on a regular basis, the members of the ISCG have the opportunity to grow and evolve professionally with the sense of **brotherhood** the Society imparts (<http://www.iscgyn.com>).

Hinting at History – Female Genital Cutting



In summary.....

Medical conferences have political agendas

- They act on bodies
- They work to legitimate new medical practices that have social implications
- FGCS is a gamble as there is no scientific evidence of its benefit
- Once more, women's bodies comply with exacting beauty and functional standards
- What happens in Las Vegas does not, in this case, stay in Las Vegas

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Aboriginal Rock Art – Carnarvon Gorge National Park, Queensland Australia

Selling Sickness 2013 – Medical Problems versus Cultural Norms