

Everything You Wanted (or Didn't Want) to Know About the \$3,500, Kardashian-Endorsed "Vaginal Laser"

"It has a tremendous impact on boosting self-esteem and confidence."



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As Khloé Kardashian revealed on a recent episode of *Kocktails with Khloé* (RIP?), "My sisters, they've had kids, and there's a vagina lasering thing to tighten. So in my household, all they do is talk about this vagina laser," ThermiVa a non-invasive treatment.



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Hmmm? What's that?

"ThermiVa uses radio frequency energy to gently heat tissue to rejuvenate collagen," explains Los Angeles-based Kardashian dermatologist Harold Lancer, MD, one of the first doctors to offer the FDA-approved experience. Like a facelift for your...vagina face, "a special wand applicator delivers energy to the external labia and vulvar tissues, helping to restore normal tissue tone and function. The hand piece may also deliver radio frequency energy to the internal vaginal walls to revive both atrophic tissue and other structures." All of this radio action equates to a Kardashian-strength vagina.

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Still unclear? We called Lancer up to break it down.

THERMIVA BOOSTS COLLAGEN

Yes, vagina collagen is a thing! "Collagen in our skin is like the reinforcing iron mesh in concrete. As we age, this mesh loses strength," Lancer says. "Heating the skin can change the collagen by immediately contracting the molecule itself, remodeling or 'reorganizing' the molecular network, and stimulating fibroblasts (the cells that build the collagen 'mesh') to create new collagen."

THERMIVA INCITES VAGINA ENVY

Lancer introduced ThermiVa to his practice over a year ago, and now he performs two to three treatments per day. "It's easy, comfortable, no pain, no downtime, and women feel and see results

right away," Lancer says. "It has what I call the 'BFF referral program'—it is definitely the type of treatment that once they have experienced it, women cannot wait to tell their girlfriends all about it. And then the friends come have it done."



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THERE IS NO SUCH THING AS AN IDEAL VAGINA

"About 50 percent of my patients come for the cosmetic aspect of the procedure; they are looking for visual improvement – just as they look for visual improvement on their face, neck, or décolleté," Lancer says. "About 35 percent are looking to improve the sexual experience for themselves and their partner; not only does ThermiVa help with the biology, it has a tremendous impact on boosting self-esteem and confidence, which translates to all aspects of her life, intimate or otherwise." Choose your own adventure.

THERMIVA IS FOR PRIVILEGED VAGINAS

The complete series of three treatments starts at \$3,500 and can last up to two years (or more). The painless office treatment is done in three 15-30 minute treatments, a month apart. "Women who have received the treatment have called it 'life-changing,'" Lancer says. You only live once.

