

# NEW YOU



THE OFFICIAL MAGAZINE OF COSMETIC SURGERY

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Baring it All:  
**THE BODY  
SCULPTING  
ISSUE**

**BEAUTY IS  
A SCIENCE**

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# A PRIVATE AFFAIR

*Whether for aesthetic enhancement or for functional restoration, we're examining what's up 'down there' for women*

WORDS Karen Donley-Hayes PHOTOGRAPHY Tommy Chung

No one would be surprised to know that childbirth can distort a woman's anatomy down there, sometimes leaving the vagina or vulvar lips uneven, too loose, too saggy or even too tight. Some women who have never had children have issues, too. Maybe it's not tight enough to enjoy sexual intimacy—you can't feel what you want to feel. Or, perhaps, oversized vulvar lips actually make sexual activity physically uncomfortable. There are some of us, too, who are so distressed by the appearance of our genitalia that we find it emotionally difficult to enjoy intimacy. What's a girl to do?

Dr. Kevin Jovanovic, a member of the American Academy of Cosmetic Surgery who is part of an exclusive group of doctors trained specifically in the use of lasers in cosmetic gynecology, has answers.

"There are procedures for the inside of the vagina—the laser vaginal rejuvenation—and there are the cosmetic procedures for the outside—the designer laser vaginoplasty," explains Dr. Jovanovic, a gynecologist and cosmetic surgeon who founded the Laser Vaginal Rejuvenation Institute of New York City and received the 2006 Top Plastic Surgeons Award in the field of cosmetic surgery. While there are numerous approaches to gynecologic surgery, bringing lasers to the operating table can improve precision, reduce surgical trauma and help to speed recovery.

## GETTING PERSONAL

Not to be confused with pure aesthetics, or cosmetic issues, sometimes a woman has structural issues. This was the case with Dr. Jovanovic's patient "Mary." Having two babies took its toll, leaving her with reduced sensation and uneven labia. For nearly two decades, she simply lived with it while she was taking care of her family. Recently, though, she decided it was time to take care of herself, as well. "It started to bother me more," she says. "I didn't feel right; there was asymmetry. One of my inner lips was really protruding, and it would get caught in my underwear when I exercised. It would get very red and burned, just because it was too stretched."

"These are procedures for women," Dr. Jovanovic stresses, "because they're the ones who are going to derive pleasure from them." He does not perform these procedures because a woman's partner is dissatisfied. "That's not the best reason to have surgery," he says. He provides an extensive free consultation so both he and his patient know that she is seeking surgery for the right reasons. As long as the emotional component is intact, a woman can be a candidate for surgery to address the physical aspects that bother her.

Mary agrees. "You have to feel emotionally comfortable. You can have all the surgery in the world, but if you have an inconsiderate

**“While there are numerous approaches to gynecologic surgery, bringing lasers to the operating table can improve precision, reduce surgical trauma and help to speed recovery.”**

or insensitive partner, it's not going to help. We women, in order to enjoy intimacy, have to be really emotionally secure; emotions play a big part.”

How did Mary research her options and find out about Dr. Jovanovic? “On the Internet,” she says, echoing what Dr. Jovanovic says about how most patients research this topic—and also reflecting the delicacy of the subject.

“I was just trying to find a procedure, knowing that today there are so many options,” Mary says. “After the surgery I felt that it looked better, and I felt better. And I didn’t have the discomfort that I had before.”

#### PRIVATE DEMAND

Drs. Marco A. Pelosi II, and Marco A. Pelosi III, of Pelosi Medical Center in Bayonne, N.J., are also part of the select group of surgeons trained in the use of lasers for gynecologic surgery. Because so many women want and need help in this area, they founded the International Society of Cosmetogynecology, the world’s largest society of gynecologists performing cosmetic procedures.

According to Drs. Pelosi, the most common designer laser vaginal procedures: sculpt the small inner lips; rejuvenate the relaxed or aging perineum; enhance the labia by transplanting the patient’s own fat; remove unwanted fat; or reconstruct the hymen. So, while it can be a very private issue, and women may not advertise that they have had (or are seeking information about) cosmetic or reconstructive gynecologic surgery, the important point is that women should not have to remain in the dark about it.

Dr. Pelosi II says that while many of Pelosi Medical Center’s patients find them via the Web, “Other patients are referred to us by gynecologists and urologists that are familiar with our expertise with cosmetic vaginal surgery....Some patients are referred to us by other patients that have had cosmetic vaginal surgery by us in the past.”

“There are choices,” agrees Mary. “If some parts aren’t the way you think they should be, or you’re not comfortable, you have the choice to change the size or the form. It’s never too late, and you’re never too old.”

#### A LITTLE ABOUT LABIA...

The labia majora, or outer lips of the vulva (external female genitals) are the two folds of skin and fatty tissue on either side of the vaginal opening. The labia minora are the inner lips of the vulva. These thin stretches of tissue within the labia majora fold and protect the vagina, urethra and clitoris. Normally, the labia minora are hidden between the labia majora, and are visible only when a woman’s legs are apart.

### Beauty Brief

#### PROCEDURE: LASER VAGINAL REJUVENATION

<b>COST</b>	About \$5,000
<b>TIME IN</b>	About an Hour
<b>TIME OUT</b>	Two Weeks
<b>ANESTHESIA</b>	Local to Lights Out
<b>PAIN</b>	Moderate to Major Ouch
<b>INVASIVE?</b>	Knife Free



# Kevin Jovanovic, M.D.



*"We treat the whole patient, medically and cosmetically. We strive to provide cutting-edge treatments that are safe and effective for optimal results."*

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rjplastic@comcast.com

American Board of Cosmetic Surgery  
American Board of Surgery  
Board Certifications

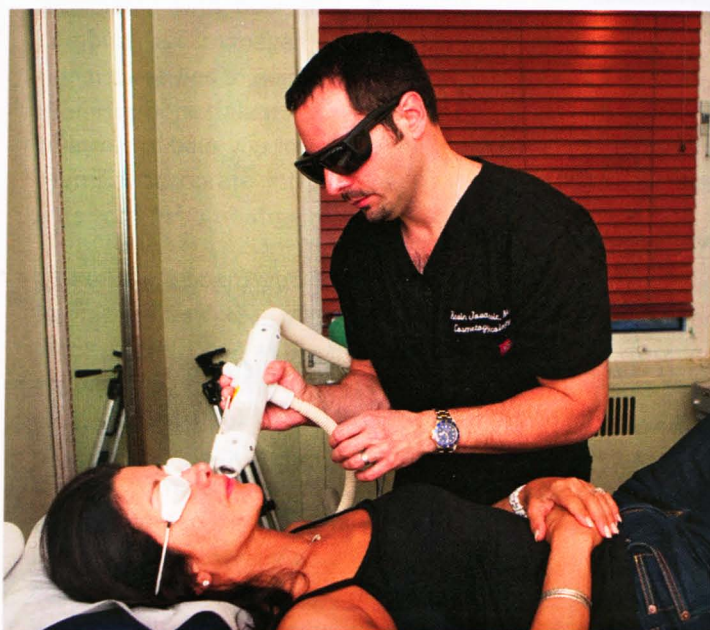


## The Practice

Choosing the best cosmetic doctor and facility is an important decision. Cosmetic surgery is diverse; many different techniques and modalities make decisions difficult. You need a doctor who is knowledgeable, caring, accessible, and willing to take the time to go through your options with you as a person, not as a patient.

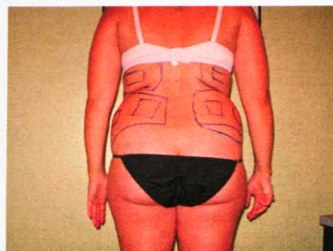
Trained in the newest and most advanced laparoscopy and hysteroscopy surgical techniques, Dr. Jovanovic has received Yale University's Outstanding Laparoscopic Surgeon Award. In addition, he has received extensive postgraduate training in Cosmetic Surgery including Tumescent Liposuction, Minimally Invasive Tummy Tuck, Fat Transfer to various parts of body, Botox and Filler treatments of the face, Trans-Axially Endoscopic Breast Augmentation (No-Scar breast augmentation), and Laser Skin Treatments. He has completed the Laser Vaginal Rejuvenation Institute fellowship in Beverly Hills, CA, with Dr. David Matlock. He founded the Laser Vaginal Rejuvenation Institute of New York City and co-founded the Manhattan Laser Center for Vein Treatment. In 2006, Dr. Jovanovic received the 2006 Top Plastic Surgeons Award in the field of cosmetic surgery.

With cutting-edge laser and 'awake' procedures, we can offer safe and effective treatments with excellent results.



## Procedures

- Laser Vaginal Rejuvenation
- Designer Laser Vaginoplasty
- The G-Shot
- Laser Tumescent Liposuction
- Minimally Invasive Laser Tummy Tuck
- Fat Transfer to Butt (Brazilian Butt)
- Laser Vein Treatments
- Botox and Filler Treatments
- Medical Weight Loss
- Trans-Axially Endoscopic Breast Augmentation (No-Scar Breast Augmentation)



Before

After

### Degrees

B.S., Duke University, NC  
M.D., Albert Einstein College of Medicine, NY  
OB/GYN, Yale University, CT

### Board Certification

American Board of Obstetrics and Gynecology

### Affiliations

Fellow, American Academy of Cosmetic Surgery  
Fellow, American College of Surgeons  
Fellow, American College of Obstetricians and Gynecologists  
Associate Professor, OB/GYN, Lenox Hill Hospital  
Mount Sinai Medical Center

### Residency Training

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