

RE-VAGINATION' IT'S SPREADING IN ITALY, A WOMAN 'OVER 40' OUT OF 3 DESIRES TO REGAIN HER INTIMACY THANKS TO A LASER

In order to feel more feminine, for health reasons or to live better at a psychophysical level, more than 26% of Italian women over 40 desire to undergo a 'Re-Vagination' intervention. A new method that allows to improve the functionality, the well-being and appearance of women's private parts. A trend born in Italy that is conquering all women worldwide.

Enough with nose jobs and with the old-fashioned breast augmentation surgery **The last discover in the women's medicine field is related to the intimacy sphere : more and more women want to find wellness for themselves and for their partners. A growing trend that was born in Italy and then arrived to the US**, where actresses and singers cannot do without; its name is **Re-Vagination**: a **neologism** coined to express the **regeneration concept** of the **femininity in its most intimate aspect**. The problems and the symptoms caused by vaginal atrophy can be treated in a delicate and highly precise way, with almost no recovery time thanks to a "Made in Italy" technology. **Who are the most sensitive to this trend? In the North, the Milanese (25%)** are leading, in the Center the **Romans (17%)** and in the South **Neapolitan women (13%)**, mostly **managers and employees** (60%) and housewives (28%) aged between 40-60 (75%).

Is what emerges from a survey conducted by **Quanta system Observatory** carried out with **WOA methodology (Web Opinion Analysis)** on about 15000 Italians aged between 18 and 65, through an online monitoring on the main social networks, blogs, forums and dedicated community, as well as **70 international publications**, to find out what are the **latest trends of the moment in surgery and aesthetic medicine**. Surprisingly, according to the research, Italian women's more desired surgeries are those on their **intimate parts (26%)**, driven by **medical reasons (67%)**, **psychological reasons (59%)** and mainly **to feel better, more seductive and feminine (77%)** and to **rekindle the sensual feeling with their partners (72%)**.

"More and more women rely on vaginal treatment, in 2012 there was a 24% increase and the trend is constantly increasing – says the specialist on plastic surgery **Paolo Mezzana**, responsible of the Cutaneous Oncology Ambulatory of the USI "Marco Polo" of Rome – For a long time, the potential of these methods has not been fully understood by both the academic world and by the mass media, but then we realized that **appearance and function of the vulvovaginal are closely linked to each other**: the **intervention improves the quality of the tissues and gives women a state of well-being extended to their sex life even in the elderly**. We can affirm that **aesthetics and health are perfectly combined, it is not just a simple rejuvenation, but this treatment gives real intimate wellness**. The laser treatments of the vaginal

canal are mostly requested by **women aged between 45 and 55, that often have had several pregnancies or have entered in menopause**. They are usually **family women, of a high cultural level and professionally engaged**".

The **vaginal atrophy**, is the **loss of the natural thickness of collagen of the vaginal walls and it** occurs more often after menopause,; in particular the decrease in estrogen during menopause causes a **process of aging of the female genitalia** known as vulvovaginal atrophy with **decreased lubrication, pain during sexual intercourse and alterations vaginal PH**.

"The laser stimulation of the endovaginal mucosa **improves cellular atrophy inducing the tissue to draw water and to produce new collagen** – continues **doctor Mezzana** – the improvements are also related to urinary incontinence of mild type, one of the most disabling social problems. The patient's **feedback are very positive and witness an increase of well-being, of the quality of sexual intercourse and self-esteem**. The Italian company Quanta System S.p.A. developed a laser system – the Youlaser MT – with an unique combined technology to perform a mixed laser treatment on the vaginal mucosa by non-ablative and ablative wavelengths at the same time. The **dual laser handpiece** allows to modulate the invasiveness of the treatment **decreasing the thermal trauma** and increasing the effectiveness on the stimulation of **cellular matrix**. All this results are **a minor discomfort caused by the procedure, a short time for the recovery of all functions and no collateral effects**. Usually the treatment requires from **one to 4 sessions at 30 to 60 days intervals and then 1 or 2 annual sessions for the maintenance**".

A so trend disruptive followed for example by **Sharon Osbourne** (born in 1952), wife of the rock star **Ozzy**, who **revealed she underwent this treatment**, as well as the star of the reality show "**Real Housewife of Beverly Hills**" **Brandi Glanville** (born in 1972). According to a survey of the **American Society for Aesthetic Plastic Surgery**, the United States are experiencing a **growth of Re-Vagination requests**: in **2015** in fact the requests for intervention **were up 58%** over last year and at the beginning of 2016 the trend seems to grow even further. The phenomenon is taking on global proportions and it is curiously one of the most popular procedures even in those realities where the concept of intimacy is taboo.

***Quanta System** is an Italian company founded in 1985 based in Solbiate Olona (Va), from 2004 belonging to the international group El.En, and a world leader in the production of lasers for three scientific fields: aesthetic medicine, surgery and art. Three divisions united by one principle: to improve the quality of life of patients and taking care of people. Founded as a spin-off of one of the largest research centers in the field of lasers and optics worldwide, Quanta System has taken the first steps in high energy physics, plasma physics, spectroscopy and light interaction-matter. The first laser for the restoration of works of art were developed in 1994, and since 1997 began the activities in the field of medical lasers for dermatology and aesthetic medicine. In 2008 the company developed its first surgical lasers, which have today significant market share internationally. Trusted partner of healthcare facilities, doctors, institutions and organizations engaged in scientific projects, the activities of Quanta System are also aimed at European and international research programs, in collaboration with prestigious universities and research centers around the world.*

Further information:

QUANTA SYSTEM SpA
Alessandra Barbanti

Tel. + 39 [0331 376797](tel:0331376797)
alessandra.barbanti@quantasystem.com

FOUND!

**Valerio Giacomoni – Matteo Gavioli –
Alessandro Conte**

Tel. + 39 [02.20.40.42.12](tel:02.20.40.42.12)
valerio.giacomoni@foundcomunicazione.com
matteo.gavioli@foundcomunicazione.com
alessandro.conte@foundcomunicazione.com

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