

A woman with long blonde hair, wearing a white sleeveless dress with blue floral patterns, a straw hat with a blue and white striped band, and sunglasses, is captured in mid-air, jumping joyfully on a sandy beach. Her arms are outstretched, and her mouth is open in a wide smile. The background shows a clear blue sky with scattered white clouds and the ocean in the distance.

Look younger. Feel better.

THERMItight®

Through the years, our face and body begin to reveal the signs of aging. Although there is a wide spectrum of cosmetic solutions focused on reversing the signs, patients increasingly gravitate towards those solutions that deliver results superior to noninvasive or over-the-counter treatments, but absent the risks associated with invasive surgery.

ThermiTight® is a painless, single treatment solution with little to no downtime.

Ask your doctor about the
benefits of ThermiTight.

ThermiTight.com

THERMI

Q&A

questionanswer

YES or NO?

- Q** Do you feel "loose" vaginally since childbirth and/or menopause?
- Q** Do you feel dry during intercourse?
- Q** Do you have trouble reaching orgasm?
- Q** Do you occasionally dribble or leak when you sneeze, cough or exercise?
- Q** Have you ever "not quite made it" to the bathroom on time?
- Q** Have your intimate relationships suffered due to these changes?
- Q** Are you experiencing a loss of self-confidence? Loss of interest in sex? Loss of desire?

YES AND KNOW!

- A** You don't have to trade motherhood for sexuality. You can be Mommy and Sexy at the same time.
- A** You don't have to trade the years in your life for the life in your years. You can be over 50 and sexy at the same time.
- A** Vaginal delivery and menopause should not cost you your sexual health and well-being. It's not for sale.
- A** You're not the only woman thinking about it. We're just not talking about it. So start talking to someone who can do something about it.



Start the Conversation

How would you rate your vaginal tightness?

- | | |
|---------------------|---------------------|
| 1. Very loose | 3. Moderately tight |
| 2. Moderately loose | 4. Very tight |

Has your relationship with your partner been adversely affected due to childbirth or the natural aging process?

- | | |
|---------------|---------------|
| 1. Definitely | 3. Minimally |
| 2. Somewhat | 4. Not at all |

Do you experience discomfort during intercourse due to dryness?

- | | |
|----------|--------------------|
| 1. Yes | 3. Sometimes |
| 2. Often | 4. Rarely or never |

How would you rate your level of sexual desire?

- | | |
|-------------|--------------|
| 1. Very Low | 3. Moderate |
| 2. Low | 4. Very High |

How confident are you about becoming aroused during sexual activity?

- | | |
|------------------------|------------------------|
| 1. No confidence | 3. Moderate confidence |
| 2. Very low confidence | 4. Very confident |

Do you experience urinary leaking or urgency?

- | | |
|--------------|-----------|
| 1. Usually | 3. Rarely |
| 2. Sometimes | 4. Never |

If you answered "1" or "2" to any of the questions above, you may be a candidate for new treatment options available. See *Feminine Rejuvenation? I'm Interested* article on page 6 for more information.

“FEMININE REJUVENATION? I’M INTERESTED.”



By Jackie Gonzalez

Vice President of Women's Health for Thermi®

The first time I heard the term “feminine rejuvenation”, I didn’t know what it meant. I’d heard of “mommy makeovers”, and figured it was some kind of abdominal liposuction or something. When I found out it was referring to vaginal tightening, I just laughed. Really? Have we not nipped and tucked enough of our body parts, that now we have to focus on that? Has the world found yet another way to make us feel that we’re not ok “as we are”? And by the way, how much disposable income do you have to have in order to spend it on tightening your vagina? The women I know are paying for babysitters, college tuition, weddings, and sometimes, all of the above. Having a massage is a splurge! Ridiculous, I thought. “Feminine rejuvenation” is for strippers and pole dancers, not for card carrying PTA members, thank you very much.

So it was ironic that a colleague

and serial entrepreneur in the medical device industry approached me about joining a small company to grow their business. Of all things, it was the business of “feminine rejuvenation”. I’ve been in the healthcare industry for over 25 years. I’d worked with Pfizer when Viagra was launched, worked with AstraZeneca on reducing risk for breast cancer, and was the VP of sales for Cialis for a short time. My father was an ob/gyn during the baby boom and the Marcus Welby generation. Admittedly, the world of aesthetics was not my forte. And as a consultant, I had the luxury of saying “yes” or “no” to opportunities, depending on my level of interest. Feminine rejuvenation? Not interested...

Until I researched the subject of vaginal laxity. I discovered that there are women who had such strenuous (or multiple) vaginal births that they could not retain a tampon. I remembered being at the gym after one of my three kids were born, and having that happen. It was awful, it was scary, but for me, it was temporary. I can’t imagine what it would be like to live like that. And if their muscles are that lax, then what must sex be like for them? What would it be like for their partners? The more I read, the more serious this issue became. This wasn’t just about vanity. This was about women’s health. I wasn’t laughing anymore.

Enter Red Alinsod, MD, a world-renowned urogynecologist and pelvic surgeon who had pioneered work in the area of vulvovaginal surgery. By this time, I was fully engaged, and working with ob/gyn’s and

urogynecologists across the country to follow a study that was being done in the area of vaginal laxity using a new technology – temperature controlled radio frequency. While the prevailing treatment for this condition was either surgical or the use of lasers, this new technology, ThermiVa®, allowed women to be treated without cutting, burning, or searing the skin. And they could do it in the office, fully awake, no anesthesia involved. 30 minutes once a month for 3 months. Bam. Done. Tight vagina. Happy couple.*

Dr. Alinsod’s practice is in Laguna Beach, California, where women spend a whole lot more time in bike shorts and bathing suits than they probably do in Minnesota. As it turns out, there are a lot of women out there who have problems other than loose vaginas. They just don’t like the way they look.

Again, not my forte. Mine has served me well, and as far as I’m concerned, there’s not a right way or a wrong way for a vagina to look. Or, as a male friend of mine once said, “I never met a vagina I didn’t like.” Still, I’m not crazy about toe rings or tattoos, but I’ll defend to the death any woman’s right to have them.

Being the patient-centric physician that he is, Dr. Alinsod began offering the treatment to women who complained of sagging or enlarged labia, as an alternative to surgery. Similar results: better look, less rubbing and chaffing, more comfortable fit to jeans, bathing suits, etc.*

Then something extraordinary happened. The physicians in the study started hearing from their patients that not only did they feel the effects

of vaginal tightening and labia reducton, but that the “leaking” wasn’t happening when they laughed or coughed. And they weren’t doing the crab-walk to get to the bathroom. You know, the walk you do when you’re bent over, knees clenched, and your feet are trying to get the rest of you to the nearest ladies room before something terrible happens.

Then, at the Clinical Advisory Council meetings where ob/gyn’s like Jeff Caruth of Plano, TX and Susan Murrmann of Memphis, TN shared clinical findings, there were reports of menopausal women who were chucking their lubricants and estrogen creams because they didn’t need them anymore after their ThermiVa treatments. There’s a cruel irony that just when you don’t have to worry about birth control, or kids picking the lock on the bedroom door, your spontaneity is gone because you have to get your lubricant. There’s a buzz-kill.

So now we have lots of smiles going on in this study. Women are reporting tighter vaginas, perked up labia, being wet when they want to be and dry when they don’t. Is that the reason we’re hearing about better orgasms? A first, we thought it was a natural by-product of women feeling better about themselves, more confident in their sexual prowess. But if that were the case, Dr. Alinsod questioned, why would we not be hearing those same reports from post-surgical patients having the same procedures? Dr. Alinsod believes that the nerves are essentially re-programmed to respond to stimuli in a process he calls “thermal neurogenesis”. Women call the process “WOW!”.

Fast forward 9 months (an appropriate gestation period, no?), and I am proud to serve women and the physicians who provide their care as the Vice President of Women’s Health for Thermi.

This is so much more than “feminine rejuvenation”. As women, we are so much more than the sum of our body parts. We’re complex, holistic beings who use our bodies for purpose and



Women are reporting tighter vaginas, perked up labia, being wet when they want to be and dry when they don’t.

pleasure. Our vaginas and wombs bear children, and they’re sacred spaces to engage in the apex of intimacy. Our breasts nurse babies, and they provide/respond to stimulation. Our femininity is not a zero sum state of being. We don’t have to choose between being mothers or lovers. We don’t have to choose between being hot and having hot flashes. And we should never be afraid of laughing too hard.

I’m so glad that I accepted the invitation of Paul Herchman, CEO of Thermi; and Kevin O’Brien, President of Thermi, to be a part of this new chapter in women’s health. I love to hear women talk about reclaiming their sexuality, restoring their well being, and reviving their relationships. I love to hear men talk about their wives initiating sex for the first time in years. I love to help physicians – especially ob/gyn’s – talk about things that women want to talk about. And I love to hear them tell their stories.

So whether you’re a card-carrying member of the PTA or AARP, pole dancer or ballroom dancer, to each her own. You get to live out your life with resignation or vitality. It’s your choice.

Feminine rejuvenation? You bet. Now I’m interested.

For patient and physician testimonials, see Pages 8 & 9.

continued >

**Full study results can be found here: Alinsod, Red, “Temperature Controlled Radio Frequency for Vulvovaginal Laxity”, Prime International Journal of Aesthetic and Anti-Ageing Medicine, July/August 2015, p. 16-21 (print).*

Jackie Gonzalez is the Vice President of Women’s Health for Thermi in Dallas, TX. She is married with three grown children, and spends her time convincing anyone who will listen that ThermiVa is the answer to world peace – one woman at a time.

What ThermiVa patients have to say...

"I notice I am more aroused and more wet and don't need lubrication anymore.... now I feel healthier and sexier. I know the radiofrequency has helped both the inside and outside of my vagina."

—Patient AL2*

"I have now finished all three of the ThermiVa treatments and am still in awe of the results I have gotten. I can't believe all this has happened to me without the need for surgery and with treatments that were comfortable, felt actually good, and were totally relaxing.

And having absolutely no downtime was great. I could have sex the same day as the treatment, and had no blisters, burns, or complications."

— Patient AL7*

" I did not tell my husband that I was getting it done. But he noticed that I was initiating intimacy more often. He finally just flat out asked what was going on. He is not so grumpy now. "

—Patient DI12***

"I was getting worse and worse and more insecure and upset when I laughed, coughed, ran, bent down, and many times with no rhyme or reason urinating. I started making fun of myself with my close girlfriends! After 3 years of it getting worse I looked into getting a bladder lift and started the process until my doctor told me about ThermiVa.

The testimonials were all positive so I thought why not me? First and foremost I had my consultation with Dr. Ong, her ease and comfort making

me feel comfortable in a subject that seems to be not talked about often made me feel relaxed. Being a pioneer of the technique and a student of the founder of ThermiVa was also a big plus for me.

I had my first treatment and to my surprise I experienced immediate positive results! I give it a few more days, then a week and a month passed by and I did not lose even 1 drop of urine! My vaginal walls have tightened and I do have more sensitivity during

sex. I have already referred one of my best friends to this amazing treatment and after her 1st treatment she is having the same results as me! Now I'm telling all of my sisterhood who I know experience these same issues.... There is help for us ladies and we are not alone!!! Dr. Ong and her staff are AMAZING!!!!

DO NOT MISS THIS OPPORTUNITY TO IMPROVE YOUR QUALITY OF LIFE!!! "

—Patient ON21**

"I wanted to share with you some additional and very exciting news since you completed my first ThermiVa treatment. My urine incontinence has stopped completely. I have regained the ability to start and stop my urine flow which I have not been able to do for years."

—Patient AL3*

" I came in for one concern but was pleasantly surprised that I had an improvement in other areas. "

—Patient DI19***

"Such a comfortable and pleasing treatment with absolutely no complications. Immediately I felt my labia and vulva to be tighter, a lot less saggy, and a definite 'WOW!' in the way it looked."

—Patient AL1*

*Courtesy of Patients of Dr. Red Alinsod

** Courtesy of Patients of Dr. Cheri Ong

*** Courtesy of Patients of Dr. Edward Dickerson



What ThermiVa physicians have to say...

“ThermiVa is a grand slam home run. I have treated 8 patients and all that have come in for their second treatment are very pleased. Three have cleared their stress incontinence after one treatment. Four have had their first treatment and I have not yet seen them back for their followup. The procedure is very simple and there have been zero complaints. I set it for 45 degrees and treat external for 12 minutes (4 min each for left, right and superior) and internal for 12 minutes (6 min posterior and 6 min anterior). I doubt that the laser people can match the ease, lack of complications, low cost of the equipment and complete patient satisfaction that I see.”

– Don Clemons, MD,
Renovus Medical Spa,
Johnson City, TN

“The ThermiVa patient is unique. She is seeking discretion in treating a very personal concern. Many are looking for improvement in aesthetic appearance, some desire increased sensation and lubrication, but, all desire a better sexual experience over all. What we have experienced as physicians administering ThermiVa therapy for our patients is immediate results and gratification. The tissue literally changes before our eyes. When patients return for their next session and note a remarkable difference in their look, feel and pleasure it makes the thirty minute long, one on one session absolutely worth it. It’s an exciting sense of accomplishment, similar to what is felt immediately post op. Our ThermiVa patients have quoted delight from their partners as well; some of which are oblivious to the fact that they are even having the treatments. One patient commented that her partner told her “I don’t know what you’re doing, but keep on doing it”! Another’s husband said she hasn’t felt that good since before she had children. We can tell a remarkable difference in the tightness of the probe from one session to the next, and yes we actually do remember the severity of laxity encountered at the initial visit because the change is that dramatic. So far as physicians, Drs. Miklos, Moore and I are very pleased with the ThermiVa results we have seen in our patients. We have turned skeptical optimists into believers and lifelong Thermi clients. We have not yet tried the entire Thermi line but with these results we will not be able to keep the patients at bay.”

– Soyini M. Hawkins, MD MPH,
Office of Drs. Miklos and Moore, Atlanta, GA and Beverly Hills, CA

“If I would not have done the cases myself and took pictures I would not believe the results. There truly is a visible difference. Everyone was “tighter” but they were also not leaking urine or passing air from their vaginas. The external opening was physically tighter and no longer gaping open. One patient said “the barn door is closed now”. Every patient has been very happy with their results and they also state that not only do they feel like things are tighter but they feel that intercourse is much more pleasurable and orgasms are better. One pt who was particularly

interested in G-spot changes states that this has been a game changer for her. So in summary. I was looking for treatments that did not require surgery and long recuperation times. ThermiVA has provided a no downtime procedure that works. My patients were looking for non-invasive treatments and are thrilled with the results. Who could ask for more. I am a ThermiVa believah. Loving it.”

– Elizebeth Harmon, MD,
Salem Women’s Center,
Salem, OR

Spotlight on



Dr. Red Alinsod Putting Patients First

innovator, a pioneer, and a risk-taker whose guiding principle is simple: He does what's best for his patients.

The Air Force helped pay for Dr. Alinsod's medical education, and he - in turn - was proud to return that by serving in the Air Force. Relatively early in his military career, he rose to command positions, serving as the Chief of Gynecology. Most of his patients were Air Force wives - women of child-bearing age who suffered GYN complications following labor and delivery.

This new assignment occurred just as new and advanced approaches to reconstructive GYN surgery - using meshes and other treatments for incontinence and other post-pregnancy

medical problems - were developing. Seeing the need among his patients, Dr. Alinsod persuaded the Air Force to give him the advanced training he needed, and the rest - as they say - is history.

As he was performing this advanced surgery, he also identified his patients' perceived needs for vaginal and labial tightening following pregnancy. Each delivery stretches the tissues of the vagina and vulva, and his patients not only wanted to fix problems, such as incontinence, but they wanted to improve their appearance. He began offering these treatments to his patients, and found that he was increasing their sense of self-worth, as well as improving their sexual health and well-being.

Dr. Red Alinsod is a military veteran and an innovative gynecological surgeon. He treats patients the way he treated the country he served - with dignity, respect, honor and courage. Dr. Alinsod - "Red" - has always been an

Pioneering Advanced Techniques

This very positive experience led Dr. Alinsod to continue to explore - and even to pioneer - advanced GYN techniques, always with the goal of meeting his patients needs and desires. He entered private practice in 1994, and found this same dual desire applied to his private-practice patients. They came to him to fix problems usually related to damage caused during delivery, but they stayed to have treatments that would improve both vaginal laxity and overall appearance of the vulvovaginal area.

Today his practice, South Coast Urogynecology, focuses on reconstructive aesthetic surgery, but with the breakthrough technology he's helped to pioneer, his practice is moving more in the direction of labial and vaginal tightening.

In the 25 years he's been in practice, Dr. Alinsod has not only seen the advances in treatments, he's helped to create them. He's moved from invasive surgery to less-invasive laser surgery to non-invasive radio frequency treatments that use gentle heat to tighten tissue without incisions, laser-burns or prolonged recovery which was sometimes seen using previous treatments.

More than a decade ago, Dr. Alinsod pioneered the use of focused, radio frequency energy as a kind of radio-beam scalpel, making very precise incisions with no damage to surrounding tissue. Until then, he'd used lasers to create those precise incisions, but he didn't like the fact that laser energy could cause skin discoloration and take months to fully heal.

In 2005, he saw indications that low-level radio frequency (RF) energy could be used to tighten skin. He began using this energy to tighten labias and vaginas - to shrink tissue under the skin to tighten the surface.

In his research, he discovered that RF energy's ability to tighten

was enhanced when it worked on moist tissue, as found in the vagina. So he began using this treatment to tighten the vagina and reduce urinary leakage, and discovered that it also worked to reduce over-active bladder symptoms. Until then, the treatment for an over-active bladder was a daily pill that could have unpleasant side-effects.

"Based on this, I also learned that radio frequency energy did more than just enhance the aesthetics of the vagina," Dr. Alinsod explained. "This highly-focused, gentle heat could be used internally to treat fallen and leaky bladders, fallen rectums and other medical complications of labor and delivery."

Additional Benefits of RF Energy

"However, I also discovered something else that RF energy could do. When used to tighten the vagina, RF energy could deliver a few results that were totally unexpected, and totally welcome," Dr. Alinsod said. "Women I treated noticed an increase in vaginal lubrication, as well as increased sensitivity. The RF energy treatments spurred an increased blood flow to the vagina, which had the welcome side effect of creating better orgasms.

When I discovered this, there had been no clinical studies demonstrating how RF energy improved the way nerves worked – but we now know that RF energy can go so far as to regenerate nerves, as well as improving blood flow. Once this becomes more widely known in the medical community, it will change the practice of gynecology as we know it."

Using his discoveries, he teamed up with Thermi, a pioneer in the use of computer-controlled RF energy to aesthetically tighten skin tissue. Together, they developed ThermiVa, an RF-energy system designed for use in the vulvovaginal area. The size of a tampon,



this ergonomic wand delivers gentle, controlled heat where it is most needed to tighten vaginal and labial tissues, and to increase moisture, nerve sensitivity, and blood flow.

"ThermiVa is a disruptive, new technology. It will quickly replace lasers in the fast-growing medical area known as vaginal rejuvenation. Even the best lasers char tissue in the area of treatment – the heat it delivers is far more intense than that produced by radio frequency applications," Dr. Alinsod said.


"After a laser treatment, a woman may have to spend two months or more recovering before she can resume sexual relations. With ThermiVa, she can be treated over her lunch hour and have sexual relations that same evening," Dr. Alinsod explained. "The course of treatment for vaginal laxity involves three sessions with ThermiVa, a month apart, along with optional 'booster' sessions every six months.

Best of all, ThermiVa has been entirely predictable – it always works for all patients, and in the same way. It works more quickly for some women than others, but it always works, and – to date – all of my patients have been thrilled with the tightening, the increased moisture and sensitivity, and their dramatically enhanced orgasms."

Their Happiness is My Reward

Dr. Alinsod is currently teaching doctors from around the world to use ThermiVa to produce those predictable, beneficial outcomes. This is part of his commitment to his profession, but he sees it having another benefit as well. Through his students, he can help hundreds of women improve their post-partum vaginal health while enhancing their looks and performance.

"My first concern is always for my patients," he concluded. "I want them to have their vagina, their bladder and the rest of their GYN anatomy work better than it has since their last labor and delivery – but I also want my patients to feel pretty all over. The added benefits we discovered are icing on the cake, but they are something every woman who's had children wants.

"I see how it improves their self-confidence and their relationships – and that is reward enough for me." 

Dr. Alinsod's practice, the Alinsod Institute for Aesthetic Vulvovaginal Surgery, is located at 31852 Coast Hwy #203, Laguna Beach, CA 92651. He can be reached at (949) 499-5311 or <https://urogyn.org/>.