

Intimate appeal

We find out about the latest trend in sexual rejuvenation – intimate peels

In recent years sexual rejuvenation has become a more widely practiced area of aesthetic medicine with men and women opening up more freely about issues with sexual dysfunction and concerns about the aesthetic appearance of their genitals.

Device-based laser and radiofrequency treatments have dominated this arena with other options including PRP and injectables, such as Vivacy's Desirial, but recently a new trend has emerged – intimate peels.

Until now there has not been widespread use of peels for intimate regeneration as most peels are not indicated for the female genital area and practitioners were understandably anxious about off-label usage of such treatments in such an intimate and sensitive place.

However, now two new peel systems have been launched that are specifically designed to rejuvenate the vaginal area – Mesoesthetic's Dermamelan Intimate and Trimedica's Pink Intimate.

DERMAMELAN INTIMATE

Dermamelan Intimate is a non-invasive depigmenting method for the genital-perianal area, inner thighs and groins, which is safe and effective for all phototypes. Developed in collaboration with a medical team specialised

in gynaecology-aesthetics, the treatment removes and prevents the recurrence of hyperpigmentation, helping, mainly women, to feel more confident with the appearance of their genitals and improve their sexual health.

Dr Lori Nigro, from Riverbanks Clinic, who is a KOL for the brand, comments, "Although genital hyperpigmentation does not involve any impact on the functional wellbeing of the patient, it is a growing reason for consultation as it can adversely affect self-esteem and quality of life, with an impact on personal and sexual relationships."

"Genital pigmentation increase is an event of multifactorial origin that is closely related to ageing and other factors, mainly affecting women, in the different times of their lives. Hormonal changes, sun exposure, mechanical friction of the inner thighs, hair removal or personal predisposition to excessive skin pigmentation are causes related to the skin pigmentation change in this area."

"In addition, the fact that melanocyte activity is greater in this area than in the rest of the body is also responsible for the high prevalence of the colour change."

"Genital hyperpigmentation can adversely affect self-esteem and quality of life, with an impact on personal and sexual relationships"

INTIMATE PEELS



The results of the method are supported by a multicentre prospective clinical study demonstrating that Dermamelan Intimate is an effective, painless, easy-to-follow option to treat genital hyperpigmentation.

PINK INTIMATE

The Pink Intimate System, distributed exclusively by aesthetics product and equipment company Trimedica, aims to restore a more youthful, healthy appearance to the vaginal and sensitive-area tissues, as well as tighten, lift and whiten skin.

The non-invasive solution includes nourishing and soothing ingredients such as vitamin B12, bisabolol, ionic acid, rucinol and glycyrrhiza glabra root extract. It can be used on many intimate areas including the mons venus (the mound of flesh above the pubic area); the labia majora (the outer folds of skin that are situated on the vaginal opening); the perianal region (the area around the anus); and the inguinal region (the area of the crotch).

The skin-sensitive peel can also be used to whiten other areas of the body, including the underarms, elbows, knees, glutes and areola.

The treatment can be performed as a simple clinic-based procedure taking no more than 20 minutes on average, and patient case studies have shown immediate and lasting results, many with just a single treatment.

Dr Kannan Athreya, aesthetic doctor at Essex Private Doctors, commented, "Until now, no peel has been engineered to be used safely in the labial area for intimate rejuvenation."

"Pink Intimate is a fabulous product. All practitioners are looking for a treatment that is safe, easy to use, well-tolerated, and that has good reproducible results. This ticks all of those boxes."

"I have been offering intimate rejuvenation treatments for some years now and have been very happy with the laser treatments I offer but I was absolutely startled by the results of the Pink Intimate. To get that sort of result after a single treatment is nothing short of astonishing."

"It is extremely well-tolerated, safe and affordable for the patient, providing results that rival, and in some cases surpass, outcomes that were only previously achievable by energy-based devices costing tens of thousands of pounds."

"It is not going to help with labial shrinking but for lightening, tightening and treatment of laxity I would now use this as a first port of call." **AM**

The high therapeutic response level of Dermamelan Intimate is due to its dual action of corrective, regulating efficacy. It stimulates the skin renewal process, forcing flaking and removing melanin deposits and reducing the amount of melanin formed, thus decreasing the intensity of the spot.

It also reduces the transfer of melanin to the upper skin layers and the function of tyrosinase, as it contains copper (Cu2+) chelating active ingredients, and controls the overstimulation of tyrosinase inside the melanosome, reducing oxidative stress and thus decreasing melanin synthesis.

To achieve the target result, a two-stage protocol is required: one intensive depigmentation session in clinic and one home protocol for the care of recurrences.

