RF-Based Feminine Rejuvenation

System from Viveve, Inc. Gets Asia Boost

Naoe Kida, M.D.
Gynecologist
Tokyo, Japan

Bruce Allen, M.D., Ph.D., F.R.C.S.(C)
Gynecologist
Calgary, Alberta, Canada

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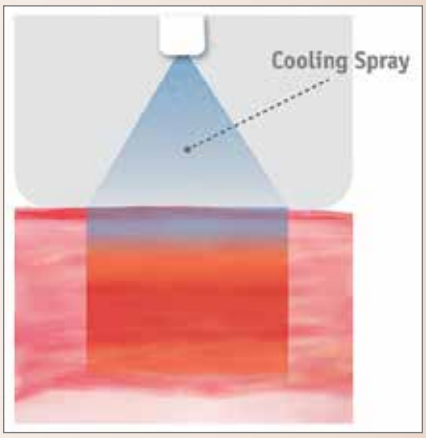

Viveve's RF device provides volumetric heating at depth with superficial cooling.
Photo courtesy of Viveve, Inc.

By Jeffrey Frentzen, Executive Editor

Of the energy-based vaginal rejuvenation systems currently entering the marketplace, a new device from Viveve, Inc. (Sunnyvale, California, U.S.) represents a notable advancement from other solutions that deal with vaginal laxity.

While other products merely treat the vagina's superficial tissue layer, Viveve's Geneveve® procedure uses proprietary monopolar radiofrequency (RF)-based energy to restore collagen at a deeper level to provide optimal structural support. Its patented, controlled cooling protects the surface tissue, which allows deeper penetration of energy, provides patient comfort and avoids any surface irritation or post treatment issues.

Currently, the Viveve system is offered in select Asia-Pacific countries, and is available in Japan via a physician import license. Expansion into additional countries in the region is ongoing.

Before adopting the Viveve system, only a surgical approach was available for the treatment of vaginal laxity, stated Naoe Kida, M.D., a gynecologist in Tokyo, Japan. "There are so many patients who do not want to have surgery, and the Geneveve therapy is non-ablative. The number of non-surgical procedures is expected to increase in popularity, and the idea of anti-aging for female genitalia is becoming more and more accepted. At the same time, the demand for treatment of vaginal laxity to improve sexual function will also increase. I have confidence in the outcomes."

Bruce Allan, M.D., Ph.D., F.R.C.S.(C), a gynecologist in Calgary, Alberta, Canada, has specialized in surgical vaginal tightening procedures for decades, but also knew some of his patients did not want surgery. "When I first heard about the Geneveve treatment, I thought it sounded too good to be true. It was one half-hour procedure with no downtime, that was purported to increase sexual response and tightness of the vagina," he expressed. "The response I got from patients was much better than expected."

Vaginal childbirth can often lead to trauma to the pelvic floor with ensuing laxity of the vaginal tissue and introitus, Dr. Allan added. "Geneveve treats that first 2 – 3 cm of the vagina near the opening, which is the critical area for improving sexual sensation and satisfaction. Patients reported the sensation of tightness, but more than that the treatment was actually changing the integrity of the vaginal wall, stimulating new collagen growth."

Dr. Allan's skepticism was further eroded after finding published studies on the Viveve system, including clinical trials in the U.S. and Japan that specified an exceptional safety profile with 90% of patients reporting significant improvement at 12 months. Later he joined an international, multi-center clinical trial conducting a first-of-its-kind placebo-controlled study of the product, with positive results that should be published in 2016.

Patient satisfaction has been positive in Dr. Kida's clinic as well. "Many people have said they feel physically different, and their partners feel it, as well," she stated. "There are no side effects, and although an immediate effect might be observed, it can be because of edema. The intended effects begin naturally two to three months after the procedure with significant improvement reported at 12 months."

When adopting the procedure, Dr. Kida and each of her staff received a Geneveve treatment so they can share their firsthand experience with patients. In addition, she makes sure her staff understands the various types of vaginal rejuvenation procedures and how to achieve the best results using the device.