



The Women's Intimate Wellness™ Guide



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What Exactly is Female Rejuvenation?

A woman's body goes through tremendous change in its lifetime, impacted by hormonal changes, childbirth and aging. For some women, their bodies never felt quite right, even as teens. Young or old, these women can face pain during activities, discomfort in their clothes and impacts to their self-confidence.

Female rejuvenation procedures can contribute to intimate wellness. Female rejuvenation is the treatment of the vagina to address functional problems and/or enhance look and feel. Female rejuvenation procedures can play a key role in a woman's overall intimate wellness.

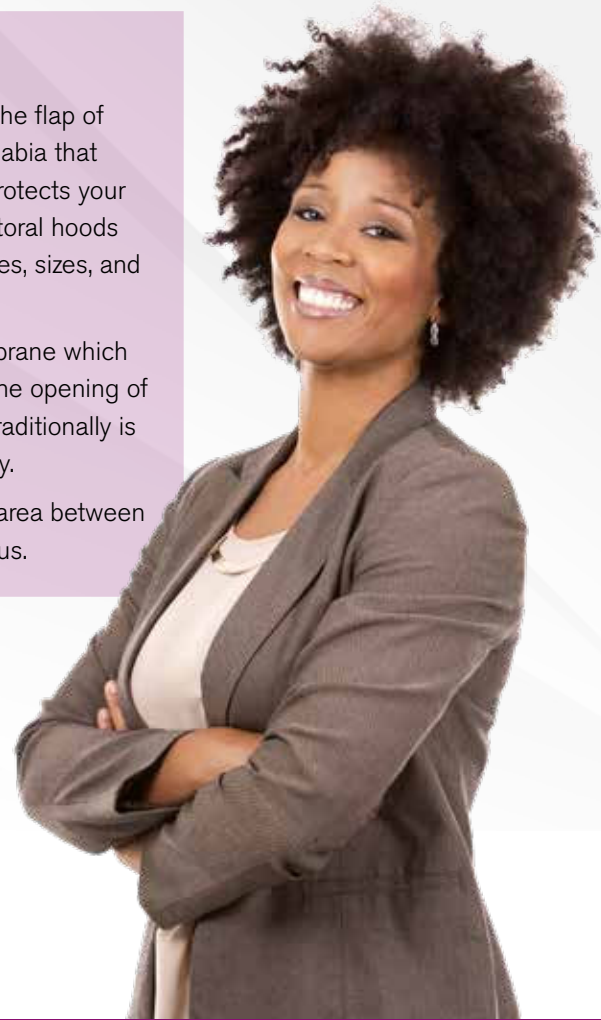
There are a number of surgical or non-surgical treatment options, and depending on the concern your doctor may recommend a combination of treatments. Non-surgical options for female rejuvenation include the use of radio frequency energy, platelet-rich plasma (PRP), hormone replacement therapy and laser-based procedures. Surgical options, known as labiaplasty or vaginoplasty, is a brief, precise surgical procedure which can include labia restructuring, vagina tightening, clitoris hood reduction, or hymen and perineum reconstruction.

Definitions:

Clitoral hood: The flap of skin above your labia that surrounds and protects your glans clitoris. Clitoral hoods come in all shapes, sizes, and colors.

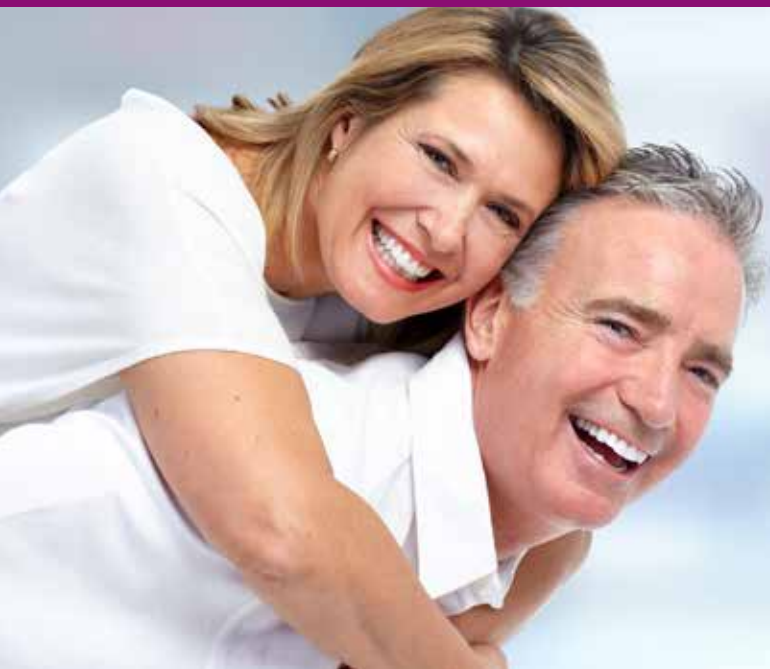
Hymen: A membrane which partially closes the opening of the vagina and traditionally is a mark of virginity.

Perineum: The area between the vulva and anus.



Labiaplasty is one of the fastest growing areas of surgery in the United States. A report from the American Society of Plastic Surgeons showed that there was a 39% increase in procedures from 2015 to 2016.

Source: <https://www.plasticsurgery.org/news/press-releases/new-plastic-surgery-statistics-reveal-focus-on-face-and-fat>



TESTIMONIAL

"I was getting worse and worse, and more insecure and upset when I laughed, coughed, ran, bent down, and many times urinated with no rhyme or reason. I started making fun of myself with my close girlfriends!

After 3 years of it getting worse...I had my first treatment and to my surprise I experienced immediate positive results. I gave it a few more days, then a week and a month passed by and I did not lose even one drop of urine! My vaginal walls have tightened and I have more sensitivity during sex.

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. Do not miss this opportunity to improve your quality of life!"

-Erin M

Is Female Rejuvenation for Me?

We all strive to eat well, exercise regularly and address medical issues so that we look and feel better. Female rejuvenation is just one other way women can take control of their overall wellbeing.

Female rejuvenation is becoming more socially 'acceptable' and women of all ages are becoming aware that there are options available to deal with vaginal pain, address urinary leakage, discomfort, and generally improve how they feel. How you feel on a daily basis impacts your mood and your ability to be your best self. Some women who are more comfortable in a caregiver role may feel reservations about devoting time and energy to female rejuvenation procedures. Our message: Do it for you, so you can be your best self for them. Women who have undergone female rejuvenation treatment will say that by addressing their concerns and taking action, they have experienced more self-confidence, an improved sense of wellbeing and generally have a better quality of life.

There are three main reasons a woman will consider female rejuvenation:

1

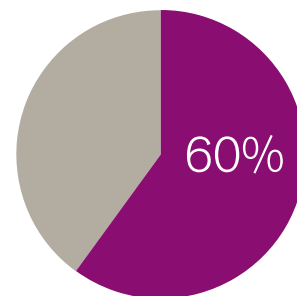
Treat functional issues. Enlarged labia, large clitoral hoods and hymenal tags can cause physical discomfort or pain during sports, activities or intercourse. Female rejuvenation can help address medical problems such as urinary incontinence, vaginal dryness and odor. Female rejuvenation treatment delivers long-term solutions to these issues, helping you get back to feeling good and doing the things you love.

Female rejuvenation can help address these functional issues:

- ✓ Pain during sports
- ✓ Sitting discomfort
- ✓ Pain during intercourse
- ✓ Enlarged or loose hanging labia
- ✓ Vaginal dryness or itching
- ✓ Decreased vaginal or clitoral sensation
- ✓ Inflammation
- ✓ Tugging or pulling in clothes

2

Address how they look and feel. Women with large labia often feel self-conscious when wearing tight clothing, bathing suits or when they are in intimate situations (like a locker room or having sex). There is also a fear of 'slipping out' of clothing. Whether you're a college student or parent of older children, these are horribly uncomfortable situations. Research shows that feeling self-conscious can have a huge impact on your confidence and comfort around others, and as a result have repercussions to your personal and professional success. Female rejuvenation is a way to address physical insecurities so that you have the freedom to be yourself in all situations.



Urinary incontinence and sexual dysfunction affect more than 60% of women.

"I am extremely pleased with my treatment so far. I took a dance/exercise class last night and I jumped and skipped and hopped like a person without incontinence issues! Hard to believe there has been such a change in only 10 days."

- Cindy

3

Improve intimacy. Whether your relationship is just blossoming or twenty years in, intimacy is important. Relationships suffer when one partner feels awkward or is in pain or discomfort during sex. Female rejuvenation helps address these issues and can also enhance clitoral and vaginal sensation to regain sexual pleasure and confidence. Dealing with your physical appearance and pain points can get you and your partner back to enjoying sex and can make a lifetime of difference in your relationship.

“After three vaginal births and complicated health issues, my 57-year-old vagina had seen better days. It was so loose and lips were hanging... I wanted to find an improvement and I did thanks to Dr. Ong. The [ThermiVa] procedure is painless, no downtime, and Dr. Ong was awesome. I had three treatments and there were improvements a few weeks after each one. I believe Dr. Ong is a brave pioneer in her commitment to helping us women.”

- mbc13

According to a recent study questionnaire*, women request female rejuvenation surgery because of the following physical or functional concerns:

- ✓ experienced tugging during intercourse 74%
- ✓ found tight pants uncomfortable 72%
- ✓ experienced twisting of the labia 58%
- ✓ noted labia visibility in yoga pants 54%
- ✓ experienced pain during intercourse 48%
- ✓ labia could become exposed when wearing a bathing suit 40%

* “Why Women Request Labiaplasty,” Sarah C. Sorice, M.D.; Alexander Y. Li, B.S., M.S.; Francisco L. Canales, M.D.; Heather J. Furnas, M.D. *Plast Reconstr Surg.* 2017;139(4):856-863. https://journals.lww.com/prsgo/FullText/2016/09001/Abstract___Why_Women_Request_Labiaplasty.153.aspx



Women also listed the following appearance-related concerns:

- ✓ self-conscious
- ✓ felt less attractive to their partner
- ✓ experienced restricted clothing choice
- ✓ noted a negative impact on self-esteem and intimacy

Nearly all patients experienced at least four of the above mentioned symptoms.

When is the Right Time?

Women of all ages, young and old, have chosen female rejuvenation to fix functional issues and address look and feel. There isn't a right or wrong time, it is all about what is right for you.

Women often think and worry about how they look 'down there' for years, not talking to anyone but their closest friends. It is a stress that weighs on these women, but they either aren't aware of the options, or are too scared or embarrassed to take the next step.

Reading this guide is a great first step. Once you are more aware of the treatment options, recovery and benefits, the next step is to book a consultation with an accredited, experienced specialist to discuss whether female rejuvenation treatment may be right for you.

How to Choose a Doctor

It goes without saying that picking your doctor for female rejuvenation is a big decision. It is a very intimate area of your body and the safety outcomes are critical, particularly with surgery. If something goes wrong, you could end up disfigured or with a lifetime of constant pain.

With this in mind, the most important factors when choosing a doctor is their training and experience. You'll want to ensure the doctor is:



1 Board certified and highly trained

First and foremost, you'll want to check that your doctor is a certified surgeon by the American Board of Plastic Surgery. It is important that they went to a well-regarded school, and were trained at reputable hospitals with leading surgeons. They should also have affiliations with local and national organizations.

2 Specializes in aesthetic gynecology

Labiaplasty and vaginal rejuvenation is not a large core component in many plastic surgery residency programs, and although there are exceptions to this rule, many plastic surgeons lack the training for aesthetic labiaplasty. On the other hand, if you choose a straight gynecologist, you will likely find that they lack the artistic touch of a plastic surgeon. You will be best served with a surgeon, either plastic or gynecology, specifically trained in aesthetic vulvovaginal surgery.

3

Leader in the field and at the forefront of technology

Treatment options and technology are constantly changing. You'll want to ask whether the doctor has done any recent, additional training. How are they keeping abreast of the newest, most innovative techniques? Are they up-to-date on the latest cutting edge technology and can provide the necessary support for your healing and recovery? Are they up-to-date with supportive treatments? And will they show you photographic proof of their results?" You want a doctor who is well-informed about the latest and greatest technology and provides you with the most current options available.



"I visited three plastic surgeons before selecting Dr. Ong to perform my surgery. All were board-certified and highly rated on RealSelf, but I personally found that Dr. Ong was head and shoulders above the other two! Her office is welcoming and calm, and the staff is personable and very professional. Her approach to everything, from the original consultation to the final follow-up visit was caring and supportive. She was ready with options and suggestions, open and supportive of my preferences, and wholly skilled and professional throughout. I strongly recommend Dr. Ong!"

- Pam

Beyond Training, Skill or Wisdom, You Want a Positive Experience

While board certification, training excellence and experience specific to surgical gynecology are the most important criteria when choosing a doctor, given the intimacy of this area, there are other factors you want to consider. You want your female rejuvenation experience to be comfortable and positive, you want to be an active participant in the decision making and you want to ensure that your doctor is taking an integrated approach to your health.

4

Empathetic and a great listener

It can be awkward to talk about your vagina. In fact, before visiting their doctor, most women have barely talked about it to anyone, except perhaps their closest friends or relatives. You want to make sure you have a doctor that is easy to talk to and will understand your needs and the sensitivities. They should be able to understand the practical side of what's driving your decision, but also the emotional side. And of course, you'll want someone who puts you at ease and has an excellent interaction and communication skills.

5

Involves you in the decision making

There is a tendency in the medical field for doctors to consider themselves the expert, and too often they will 'select' the treatment with little discussion with the patient or consideration of their needs and desires. You want a doctor that takes the time to understand your concerns, lifestyle, emotional needs and wellness goals, and then works with you to find the best long-term solution. You deserve to feel properly informed about the benefits and the risks, and should be part of the decision-making each step of the way.

“From the moment you meet Dr. Ong she will make you feel completely at ease and given the nature of some of the treatments, this is SO important! I would HIGHLY recommend her to anyone. I was so nervous for the first, but after having it with Dr. Ong, I realized she was the perfect doctor to administer it...kind, sincere, understanding, took more than enough time before, during, and after the treatment to help me feel at ease through the whole process...and the treatment works!”

- peasfulmama

6 Takes a whole person, integrated approach

‘Traditional’ plastic surgery focuses almost solely on the procedure. Current thinking is that surgery is only part of the picture, the best outcomes are achieved when doctors take an integrated approach which considers non-surgical options, nutrition, and emotional and physical wellness. Your doctor should also take the time to ask you about your lifestyle and wellness challenges so that they get the full picture. You also want someone who is able to provide you with various options or a combination of treatments, not just surgery, as well as someone who provides guidance on what additional steps you need to take to achieve the outcomes you are seeking.

7 Beyond just your doctor, the clinic should provide a warm, positive experience.

The clinic itself can be a make-or-break for your experience. Of course, you want somewhere that feels clean and safe, but you also want to feel comfortable and positive from the minute you step through the doors to your final post-operative appointment.



Dr. Ong: A Partner in Your Treatment

Dr. Ong has over 10 years of experience as an accredited plastic surgeon focused on vaginal rejuvenation, labial surgery, and regenerative treatment options. She is a double board-certified plastic surgeon by the American Board of Plastic Surgery and the American Board of Surgery. Dr. Ong attended medical school at Thomas Jefferson University in Philadelphia and completed a general surgery residency at the University of Arizona and a general surgery internship at the University of Hawaii.

Dr. Ong is one of the country’s leading experts in female rejuvenation, continually striving to push the bar for excellence in her outcomes. As the first surgeon in the state of Arizona to learn and use ThermiVa™, she has been a major player in refining this technology. Dr. Ong is also a leading advocate for taking a comprehensive but personalized approach in health and aesthetic medicine, utilizing a model focused on anti-aging and regenerative solutions of all types — surgical, non-surgical, and wellness-focused options.

What to Expect – Pondering to Recovery

The first step in your female rejuvenation journey is realizing that you have options and that you can take control of your life.

Get information about the options, the benefits and the risks. This guide is great resource, but we also recommend you check out The Ong Institute's Gallery, as well as the Female Rejuvenation Blog.

Here are the steps towards taking action on your female concerns:

Step 1: Understand your needs

Choose an accredited, experienced doctor. See the 'How to Choose a Doctor' section for things to look for.

Step 2: Speak with a client concierge

A client concierge is your personal guide through the process at any particular clinic. She will direct you through the process by giving you the information you need for your next step.

Step 3: Choose a doctor

Book a consultation with your doctor. If you choose the Ong Institute, we will first invite you to one of our female rejuvenation webinars where you can have initial conversations with Dr. Ong from the comfort of your home. Dr. Ong runs these webinars as a safe opportunity for women to get more information before they come in for a face-to-face consultation. In a small group, we will discuss the practical side of treatment options, but also the 'real life' and emotional side of choosing female rejuvenation. Many women make the female rejuvenation decision in isolation, chatting with only their closest friends, and women find that these webinars are a valuable way to hear about other women's experiences and ask questions in a safe space.

Following the webinar, you can book a private consultation by calling (480) 771-7771 or filling out an [online form](#).

Step 4: Get answers to all your questions

Discuss your concerns during a personal consultation. Ideally, consultations are done in person, but they can also be done over the phone on a pre-arranged call. Dr. Ong believes consultations are really important in making sure women get the information they need to feel confident in their decisions. She prides herself in being an attentive and empathetic listener, creating comfortable space to share intimate details.

During the consultation you'll have the opportunity to go into detail about your personal issues and concerns, and then have a discussion about potential treatment options. Dr. Ong will go into

What is unique about the Ong Institute is that you'll have a single point of contact during the entire process – we won't bounce you around from person to person. You'll have a personal concierge that will be with you from booking to surgery to recovery. It is part of our commitment to serving our client with the best possible female rejuvenation experience.



detail about how the treatment options work, the benefits, risks and recovery time. She is happy to answer any questions so that you can feel at ease and confident in your decision making.

Step 5: Prepare for treatment

We do a pre-op meeting at about two weeks prior to surgery and then a post-op 1-2 days following. The pre-op meeting is the time you get your last minute questions and concerns answered.

For us, this may be your most important meeting as you get to engage in a pre-planning session with Dr. Ong. We also provide you with all your instructions, prescriptions and other tools to enhance your recovery process. For those coming from out of town this process can be adjusted accordingly. She allows you to have a prominent role in your transformation journey.

Step 6: Relax during treatment

Treatment. Every treatment option is a bit different, but whatever you choose our friendly team will ensure you are as comfortable as possible. Before you come in, we will ask that you shave and wash the area, and depending on the treatment you may need to apply numbing cream or take painkillers or antibiotics.

If you choose a surgical procedure, Dr. Ong will do a local anesthesia and provide mild sedation. She uses the Ellman Surgitron™ radiofrequency device, which allows for precise surgery and resurfacing capabilities. If you are doing a surgical procedure, please arrange for a ride home.

Step 7: Recovery

Recover and come in for post-op appointments. If you had surgery done, you'll want to ensure you take it easy and get lots of rest following the treatment. Before you leave the clinic, you will be given all the instructions and the post-op support you need. Recovery from each procedure might be different and this will be discussed personally with you prior to your procedure. In general, we ask that you avoid heavy lifting or exercise for at least one week and you are sometimes encouraged to refrain from sex for six to eight weeks. Dr. Ong will conduct a post-op check-in the next day, one week after, two weeks following the one-week appointment and then one month following. At these appointments, she'll make sure everything is looking great and answer any questions you might have.

Definitions:

Pre-op: Short for pre-operation, this term refers to the period of time prior to surgery.

Post-op: Short for post-operation, this term refers to the period of time directly after surgery.

Tips for Out-of-Towners

If booked well enough in advance, your pre-op appointment and surgery can both be completed within a week. Consultation and the initial pre-op can all be done remotely with Dr. Ong and her team, and she can conduct the physical pre-op the day before the surgery. The day-after post-op must be conducted in person, but other post-op appointments can be prearranged via the phone or limited visits. We're always available to discuss any concerns with you over the phone.

Arizona is an easy place to spend a week. There are numerous luxury hotels, AirBnBs and spas so that you can relax while you recover. If you are traveling with family, there are many family-friendly attractions and sights.

Your Journey:

You've become equipped to:

- ✓ Understand the basics about female rejuvenation
- ✓ Learn how to choose a doctor
- ✓ Consider steps if pursuing treatment

Continue the workshop by:

- Signing up for Lip Talk™ – The Women's Intimate Wellness™ Webinar.
- Completing the workshop lessons, including a FAQ video from Dr. Ong's team.

BEFORE



Under 35

AFTER



BEFORE



35-50

AFTER



BEFORE



Over 50

AFTER



WHAT WILL YOUR TRANSFORMATION LOOK LIKE?

Dr. Ong: The Unique Perspective of a Female Surgeon

As one of only 15 percent of women surgeons in the country, Dr. Ong understands the emotional impact plastic surgery can have and can empathize with everything you are going through. Dr. Ong's personal belief is that confidence is the key to making a person attractive, and she strives to instill this confidence in each patient she works with.