

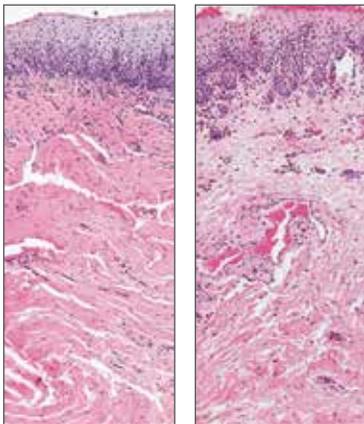
Viveve Feminine Rejuvenation

Treatments Fulfill Patient Expectations



Nicolas Berreni, M.D.
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The Viveve procedure treats the introitus while maintaining an intact epithelial mucosa. Treatment stimulates tissue restoration without necrosis or hypertrophic scarring.

Photos courtesy of Viveve, Inc.

By Jeffrey Frentzen, Executive Editor

The growing popularity of non-surgical, energy-based devices for vaginal rejuvenation has created an influx of procedures that treat many conditions. Latest among them is the treatment of vaginal laxity, a condition commonly caused by overstretching of the vaginal introitus during childbirth or as a result of the natural aging process. This tissue damage may adversely impact a woman’s sexual health and quality of life.

As a result, many women in Europe and elsewhere are welcoming the ability to correct this functional concern. In addition, increasingly patients have come to expect non-ablative therapies and an approach that is tailored specifically to these intimate conditions.

Answering this need, the Viveve® System from Viveve Medical (Sunnyvale, California, U.S.), is a medical device employing proprietary, cryogenically cooled monopolar radiofrequency (RF)-based energy to restore vaginal collagen at a deep level, in order to provide optimal structural support.

Unlike surgical vaginal reconstruction procedures, the 30-minute Viveve treatment can tighten vaginal tissue without incisions, tissue ablation or anesthesia. The platform has received a CE mark in Europe and has been approved for sale in Canada and throughout Asia.

Patients experience minimal post-procedure restrictions and downtime, expressed Nicolas Berreni, M.D., a gynecologist in Perpignan, France. “The Viveve System is an excellent product with remarkable and rapid results. It really changes the quality of sexual life for the woman and the couple,” he said. “From the first application, my patients have been very positive in their response. Two or three weeks later they’ve called me totally enthusiastic about the results.”

Many patients approach Dr. Berreni in the months after childbirth or post-menopause. “These women will complain of feeling a loss along with physical effects, such as sagging of the vaginal walls; the vagina feeling ‘too broad’ and lax,” he shared.

“The Viveve System and its non-invasive technique have brought exceptional success to my practice,” Dr. Berreni added. “Patients know there are solutions. Women of all ages want to correct deficiencies or vulvovaginal anomalies, such as dryness, aging, unsightly, painful scars, toning, etc. They no longer hesitate to talk about feminine rejuvenation.”

Even so, many women are not comfortable talking about these concerns with a physician. “I am fortunate to be an obstetrician/gynecologist specializing in surgical and non-surgical genital restoration,” said Dr. Berreni. “It is, therefore, very easy for me to address this subject with my patients who come specifically to discuss those concerns. Nonetheless, other practitioners – especially male physicians – must be sensitive and knowledgeable about these issues.”

Unlike other machines Dr. Berreni has used, the Viveve device takes up very little space in his office and is silent. “Using the Viveve System is somewhat similar to the application of handpieces that we find on vaginal lasers, but far more sophisticated and very safe for the patient. The patient is very comfortable as the probe is introduced only in the first few centimeters of the vagina.”

Dr. Berreni reported that the cost of Viveve treatments is affordable throughout Europe, the Middle East and Asia. “This obviously has immediate implications in terms of the return on investment.”