

“This cream transformed my marriage!”



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—Martha Cromwell, 50, Los Angeles

Martha Cromwell slipped back into her pj's and tried to snuggle up against her husband, Kevin. But what should have been a sweet post-romance moment was being spoiled by a guilty thought: *Sex just isn't as fun as it used to be...*

Truth be told, it had been five years since Martha felt fulfilled after a lovemaking session. “Every time my husband and I had sex, we knew exactly how it would play out—there were no surprises, no sparks,” she recalls. She had secretly hoped their relationship would be revived once the couple's two children were grown, but the romantic renaissance never happened. “Women are taught that their partners will eventually become bored with them, and I was starting to believe it,” says Martha. “I just figured the bloom was gone.”

Although she couldn't quite put her finger on what the problem was, Martha inevitably blamed herself. Maybe it was because she had put on weight after turning 40, which left her lacking confidence and feeling less sexy. Maybe she wasn't being adventurous enough in bed. Yet the prospect of spicing things up with skimpy lingerie and role-playing held little appeal for her. *Do I have to pretend to be some wild, vivacious person I'm not?* she worried. Eventually Martha simply shut down. “Ignoring my feelings and being passive about sex seemed easier,” she admits.

But Kevin also seemed to sense that things had changed. Martha came to understand this when they were rocked by news of a family member's illness. Waiting anxiously in the hospital, Kevin clung to his wife. “No matter what happens in life, we can't let our ‘couplesness’ suffer,” he whispered. Though comforted by her husband's loving vow,

Martha was left reeling. *How exactly do we accomplish that?* she wondered.

“I finally realized the problem was physical.”

Martha got an answer days later, when she went out for brunch with a group of female friends. Kevin, a visual-effects supervisor, had just left to work on a film shoot in Australia, so Martha welcomed the chance to unwind with a little girl talk. Before long the conversation turned to sex. One friend confessed, “My body just hasn't been the same since I had children—and I'm *not* talking about my waistline.” Taking a sip of coffee, the woman leaned in and added, “But I found an amazing beauty cream that tightens everything up ‘down there’ for an entire day. It's made a huge difference sexually.”

Everyone at the table giggled, but Martha was listening more intently than she let on. *A tightening cream... could that be all we need?* she wondered. She'd been so focused on their bedroom rut that she hadn't noticed how much less friction and sensitivity she felt during sex. But surely Kevin noticed it. Martha flashed back to her two pregnancies—though she had dutifully performed Kegel exercises after each one, the results were barely detectable. Martha suddenly realized that in the years since, her pelvic-floor muscles had probably relaxed along with the rest of her body.

Having nothing to lose, Martha ordered the product that her friend had mentioned—a vaginal cream called pk24—and tossed it into her suitcase before heading off to visit Kevin on location. *This should be an interesting experiment,* she thought as she applied the cream for the first time.

“Interesting” doesn't begin to describe the difference. When they were intimate that night, Martha felt everything “fit together” snugly, giving her a level of

sensitivity and excitement that she hadn't enjoyed in years. And Kevin, responding to his wife's pleasure, became even more aroused. Martha couldn't help smiling when he said, “I don't know what you're doing differently, but it's working!”

“Every aspect of the experience was heightened,” shares Martha. “We were reacting to each other, making love without a script. The sparks were *back*.”

“Our relationship just keeps getting better!”

Now, three years later, Martha and Kevin are on top of the world. “This cream came along at the perfect stage in our life,” says Martha. “It put a sense of excitement back into our relationship and restored our youthful enthusiasm for each other.” What's more, the couple—who fell in love in college over a shared passion for painting—are once again finding the beauty in everything. As a result, the “bloom” has returned: On the morning of their 27th wedding anniversary, an adoring Kevin surprised Martha with an enormous bouquet. “He knows how much I love color, and somehow he found a flower in every shade under the sun,” Martha gushes. “We just keep getting better!”

THE NATURAL PRODUCT THAT CAN HELP

A new vaginal cream called pk24 (\$60 for 1 oz., which is about 60 applications, at pk24.com) delivers a combination of aloe and *glycerin*, natural ingredients that plump and super-hydrate vaginal skin cells within 10 minutes. “The plumping effect reduces vaginal diameter to create a tighter internal feeling, while the moisturizing effect increases vaginal lubrication,” explains Shamsah Amersi, M.D..

Results of a clinical trial at the National Institute of Clinical Research in Los Angeles, funded by pk24's manufacturer, are promising.

NEWS! KEGELS DON'T WORK FOR UP TO 45% OF WOMEN

! Ninety percent of women over age 30 are faced with long-term or permanent changes to the vagina due to factors such as childbirth, normal aging and the cumulative effects of rigorous exercise. “Women can experience a loss of vaginal muscle tone, an increase in vaginal diameter, poor genital blood circulation and persistent dryness—all of which can make the vagina feel loose and less sensitive,” explains Shamsah Amersi, M.D., an ob-gyn in Santa Monica, California, who is a consulting physician for pk24.

! For roughly half of these women, Kegel exercises offer no relief from unwelcome vaginal symptoms. “Sometimes the damage to the pelvic floor is so extensive that simple strengthening exercises alone cannot restore muscle tone or healthy blood circulation,” explains Dr. Amersi. “Plus, some women lose so much internal sensitivity that they are unable to get the muscle feedback needed to perform Kegels properly.” As a result, too-little friction during sex, reduced lubrication, diminished physical sensation and difficulty achieving orgasm become the norm.

Among women ages 21 to 55 who had delivered babies vaginally, 68 percent reported increased satisfaction during sexual activity. And 45 percent said they had more orgasms during sex. No adverse effects (like irritation) were reported. In fact, pk24 contains *potassium alum*, a natural compound that helps ward off yeast infections.

To use pk24, women are advised to massage a dime-size amount directly into vaginal tissue. Once the cream is absorbed, the tightening effect lasts for about 24 hours, says Dr. Amersi.