



my messy bedroom

by Josey Vogels

Vaginal rejuvenation in a bottle?

Posted Fri, May 01, 2009

It's bad enough that women are being sucked into shelling out gazillions of dollars on anti-aging creams to 'plump,' 'regenerate,' and 'revitalize' various body parts in hopes of clinging to our clearly more socially valued youthful selves.

Now we're being told our privates need rejuvenating as well.

A new product called pk24 claims to 'temporarily return the vagina to a more 'youthful' physiological state, enhancing sexual gratification for a woman and her partner.'

Dubbed and yes, trademarked, 'Feminine Sexual Esteem' (who knew it came in a bottle), pk24 'hydrates the interior walls of the vagina and reduces its interior dimensions.'

The cream's magical hydrating power comes from aloe, a basic moisturizer, while the tightening property is thanks to potassium alum, a natural astringent used in deodorant and products to seal shaving nicks and shrink hemorrhoids. It was also a secret tool used by nineteenth-century prostitutes.

While I'm sure there are women genuinely concerned about their lady bits, um, sagging with age, I suspect there are other forces at work pressuring us to do something about it. For example, apparently, the female developer of the pk24 overheard a bunch of guys at a party talking about 'how things had loosened up down there.' And, thanks to a very media savvy Dr. Matlock, the cosmetic surgeon behind The Laser Vaginal Rejuvenation Institute in Beverly Hills (and featured on Dr. 90210), vaginoplasties - a \$4,500-\$8,000 vaginal tightening surgery -- are increasingly popular.

The American Society of Plastic Surgeons reported that 'vaginal rejuvenation' surgeries jumped from 793 in 2005 to 1,030 in 2006. This despite the fact that the American College of Obstetricians and Gynecologists have warned that the methods are unproven and potentially risky.

At \$60 a bottle, pk24 is certainly safer and relatively cheaper than surgery. It also has a better-sounding name than some of its competitors like Instant Virgin or Liquid Virgin.

And while it's aimed at women 'experiencing vaginal relaxation - generally, the result of childbirth and aging,' I can't help wonder: after a lifetime of gynecological concerns, childbirth and everything else our vaginas go through, don't they deserve to relax a little?

For more info, go to pk24.com