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Vaginal rejuvenation cream: Viagra for women?

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The promotion of vaginal cosmetic surgery procedures like [labiaplasty](#) has [stoked street protests](#), with one activist calling it the medicalizing of women's sexuality that creates new risks, norms and insecurities.

This controversy has apparently had little sway of the entrepreneurial drive of a Santa Monica-based OBGYN who has backed a new nonsurgical alternative: a vaginal rejuvenation cream called [Pk24](#).

According to the Pk24, the founder Terralynn Hoy was inspired to create a vaginal rejuvenating product after hearing men discuss how vaginal relaxation negatively impacted sex with their wives. "I overheard a shocking conversation among several men, who didn't know that their wives and I were listening. One of the husbands made a very off-handed remark about what he would do to be 20 years old and have those days back. The other men laughed and agreed. Then another husband made a comment that shocked us all. He said, 'You know I love my wife but three kids have really loosened things up down there.'"

The Pk24 product promises to temporarily reverse the effects of vaginal relaxation in order to bring "desired youth to an important and personal part of a woman's body."

Pk24 cites clinical research by Dr. Shamsah Amersi that Pk24 cream tightens the interior vaginal walls for approximately 24 hours to enhance a woman's intimate experience. There is no reference to the trial size or duration.

Pk24 contains Aloe barbadensis leaf, glycerin, alum potassium, sodium citrate, peg-75, sucralose (for flavor, according to the company), and the preservatives methylparaben and propylparaben. None of these ingredients are medically recognized vasoconstrictors so it's unclear how Pk24 temporarily tightens vaginal walls.

A challenge for any product entering the market for female sexual health is differentiating from other web-based sellers of rejuvenating creams that also promise Viagra-like results for women.

A site called "Tight Pleasure," for instance, makes vaginal tightening claims similar to Pk24.