



Everything you need
to know about your
“V” area for an
improved sex life!

BeRejuvenated

By Dr. Debra Laino DHS, Sex Therapist/Educator and
Dawn Cutillo, Natural Hormone Balancing Specialist



Rejuv

The science behind this
Restorative Vaginal Lubrication
and Moisturizer

Contents

- 3 Let's begin the journey to a better sex life
- 5 Basic hormonal imbalances - foundation for a poor sex life
- 8 Current solutions for vaginal dryness
- 9 Rejuv a natural solution
- 10 The purpose of using Rejuv
- 11 Ways to use Rejuv
- 11 Rejuv usage sample schedule
- 12 Pain and problems keeping you from your best sex
- 13 New ways to rejuvenate that may improve your sex life
- 16 How to spice up your sex life
- 18 Foods, smells & activities to enhance your sexual experience
- 21 References on Rejuv's ingredients



Dawn Cutillo has been in the health field for over 30 years. She is a Natural Hormone Balancing Specialist, using a unique protocol to aid hormone imbalances without risky Hormone Replacement Therapy (HRT). Due to its success with thousands of women, she franchised the concept nationally via BeBalanced Hormone Weight Loss Centers. She is the author of *The Hormone Shift* and has been a guest on national talk shows and news programs. Dawn also spearheaded a breast cancer research project published in 2012.



Dr. Debra Laino DHS, M.ED, MS holds a Doctorate in Human Sexuality, a Master's Degree in Education, and a Master's Degree in Psychology. She is Board Certified by the American College of Sexologists and a Diplomat of The American Board of Sexology. In addition, she is an AASECT certified Sexuality Educator. Dr. Laino is also known as "The Delaware Sex Doc" where she practices Holistic Sex Therapy.

Let's begin the journey to a better sex life!

By Dawn Cutillo

We are excited to help you start your journey to greater sexual satisfaction. We believe women can look and feel their best, at any age, while enjoying a satisfying and gratifying sex life. In our modern society women have proven we can do anything. We multi-task, work hard, and have jobs in fields that were once predominantly run by men. We deserve to not only understand our bodies, but be given the tools and information to keep them their healthiest. It is okay for us to admit that sex is important to us, as it should be. We hope you enjoy reading through this simple e-booklet. It is designed to help you understand some of the hormonal changes that can occur with age which cause vaginal dryness, painful intercourse, and even low libido.

Women's hormones fluctuate throughout our lives. We tend to get bad PMS right before our menstrual cycle, during pregnancy our hormones go haywire leading to postpartum depression, and then the biggest milestone is menopause which causes us to fear changes the body goes through later in life.

Would you be excited to know that your hormones don't have to rule your life? Hormones do not have to limit your libido or sexual activity, nor do they have to affect your mood, weight, sleep, or female health as much as you might think.

Let's get started with the most important topic of sexual health, dryness. If you are feeling pain or dryness during sex, you are

not alone. Dr. Deb Laino, PhD, Sexologist explains that close to 30% of women as early as their 20s and 30s experience vaginal dryness. This is partially due to the hormonal changes related to the long-term use of the birth control pill. So let's get this out of the way right now, vaginal dryness is not an "old ladies disease" and is nothing to feel embarrassed about. Part of the problem is women not talking to their doctors or even their partners about it.

Does the percentage of women with vaginal dryness increase with age? Of course, and it rises to over 75% as women get closer to menopause and beyond.

30%

Close to 30% of women as early as their 20s and 30s experience vaginal dryness leading to painful intercourse.

75%

This staggering statistic goes up as women get closer to menopause and averages at least 75%!

This may sound obvious, but there needs to be some time for you to become sexually excited, both mentally and physically. The time spent building your excitement is how the vagina becomes lubricated. Please do not discount this universal factor, share this vital piece of information with your partner, and recognize your body may need a little more time to warm up as you get older. This can be an enjoyable and intimacy-building experience for you both. Fun tips on improving this aspect of your sex life will come at the end of this booklet.

What is actually happening to your body during the excitement phase of your sex life? With sexual excitement, genital blood flow increases pressure causing a rise in fluid production from the vaginal walls. This is essential because this arousal fluid or vaginal lubrication is created to enable painless penetration and movement.

There are two glands in the vaginal area that are also involved in producing a small amount of arousal fluid; this is similar to a man's pre-ejaculatory fluid. You will notice that this fluid is much slipperier than normal vaginal moisture.

Some factors that could affect your lubrication would be fluctuating hormone levels, lack of foreplay, and

feeling stressed or “not being present” during the sexual experience. This means you are thinking of things that might be worrying you instead of relaxing and focusing on your partner—easy to do!

There are definitely times of the month for a pre-menopausal woman that this natural lubrication is mixed with cervical mucus providing even more moisture. Going with the natural rhythms of our hormones, the optimal time for sex is mid-month right around the point of ovulation. Some women express that they feel the most desire at this point. The lowest point of desire is during menstruation, and sometimes right after the completion of menstruation, when all hormone levels are low. Desire and lubrication levels find a middle ground during the remaining two weeks of the month.

Post-menopausal women no longer experience a cycle, their hormone levels begin to drop, and then stay low. This can cause reduced amount of vaginal secretions as well as a tightening of the vaginal opening or a shortening of the vagina itself. This combination can cause discomfort during sex. Dryness can cause tiny micro-tears in the tissue leading to pain and eventually cause a small amount of scar tissue lessening sensation in the G-spot area. Loosening of the vaginal tissue can also result in less stimulation of your partner against the G-spot as well. All of this leads to less sexual satisfaction and the overall decrease in desire for sex. When hormone levels fall causing the above two scenarios the emotional or hormonal drive for sex, what we call libido, diminishes as well. This can be very hard on a woman's relationship, self-esteem, and even her zest for life. Many women do not realize that libido affects not only sexual activity, but it gives an overall enjoyment for life and can also be channeled into creative activities, business, etc.

Libido will naturally fall with age, but the

question is “What age?” Should a 45 year old be too tired or depressed to have sex? Should a 60 or a 70 year old woman not want to have sex anymore? Those ages may seem high until you get there. In the post-menopausal years, women often have the luxury of additional time, additional wisdom, higher self-esteem and even more self-knowledge to really enjoy their sex lives. Why should this be the exact point in life they no longer desire sex? The answer is, it shouldn't! Hormonal declines, but mainly hormonal imbalances, that come with age cause stubborn weight, erratic moods, lack of sleep, and low energy which can all lead to a woman just not feeling good. When you don't feel good on a regular basis you don't want to swing from the chandeliers, that's for sure.

Looking at the next level of this scenario, we know that dipping hormone levels will decrease our actual sex drive even if our health is perfect. The same hormonal imbalances that cause sex to be painful, as previously mentioned, will also decrease your desire for it. If your partner does not have an understanding of this process a whole new set of problems arises which you are left to deal with all while feeling tired, cranky, and unattractive. Good luck with that. There is hope though! We are here to tell you that there's a natural way to balance your hormones so that you can look and feel your best and get your mojo back.

Before we jump into the simple explanation of why all this occurs, and the exciting news on how to reverse it, a word must be said about the psychological side of libido. Keep in mind that if you and your partner are having issues communicating or connecting, this can affect your desire to be with that person. Feeling safe, understood, and loved is important to most women and provides an optimal environment for sexual activity. Please do not rule out the emotional/relational aspect of your sexuality. You could be young, and full of energy, but if you don't trust or connect with your partner you may find yourself not desiring sex or dealing with unnecessary vaginal dryness due to lack of proper arousal. Please think through this and use your intuition to determine if this could be a component of your issue with vaginal dryness or low libido. Counseling, open communication, date nights, combined with personal care such as stress reduction, more sleep, and good nutrition can have a major impact on this area of your life.

Basic hormonal imbalances - the foundation for a poor sex life!

So let's review the basic hormonal imbalance that we as women experience. This basic imbalance causes initial PMS symptoms followed by stubborn weight and crazy menopausal symptoms such as hot flashes as we age. By understanding this imbalance, and how to correct it, we can get to the core issue of systemic hormonal imbalances that affect us physically, emotionally, and sexually!

I think we can all agree that most women are under a lot of stress in our modern society. Even teenage girls and college students have so much on their plates these days. These young women are not even married with children or experiencing major life issues yet! As women take on the responsibilities of a full-time job, relationships, and raising a family their stress levels only increases. Then society puts added pressure on women to always look perfect and afford the latest fashion.

It should come as no surprise when we tell you that a woman's hormones become imbalanced due to ever increasing stress. The surprise may be that this imbalance starts as early as puberty, usually crescendos, and then peaks around menopause.

Most young girls have some sort of monthly PMS causing them to be irritable, tired, and bloated before a cycle that tends to be erratic, late, and is typically accompanied by a heavy flow and cramps. What fun! As life progresses, these hormonal imbalances can cause women to have difficulty



becoming pregnant, increasing the chances of miscarriage, and then increasing the chances of postpartum depression. This issue can really affect a woman's life at many stages. Approaching their mid-40s and upwards, women start to experience peri-menopausal symptoms that can impact mood, causing mood swings with debilitating anxiety and depression. Coupled with that, stubborn weight can become a real problem especially belly fat. At earlier stages of life it might have been easier to cut back on calories and exercise a little bit to lose some weight, but at this age it becomes almost impossible. Energy gets low due to lack of sleep or erratic sleep patterns. Around the corner hot flashes and night sweats are waiting and then the dreaded sexual side effects such as low libido, vaginal dryness, and painful intercourse.

When you add all this up, knowing that it affects 50% of the population for the majority of their life, you might wonder why there's never been a clear solution for these symptoms or this condition. Many young girls are put on the birth control pill because they have somewhat of a stabilizing effect on their symptoms. However, the FDA is now saying that the birth control pill is not really a safe and viable option long-term. No longer can a girl just pop the pill at 15, keep using it until she's 28, and decide she's ready to have a baby without possible complications. Synthetic HRT provided later in life to help women closer to menopause has been shown to cause cancer in the Women's 2002 Initiative Study. There are not a lot of choices for women to really avoid this hormonal roller coaster and we are left to either suffer through it or try risky alternatives. Not much of a choice if you ask us. After quickly reviewing what causes the imbalance

you'll see that, when you understand your body, it is not that hard to balance it naturally.

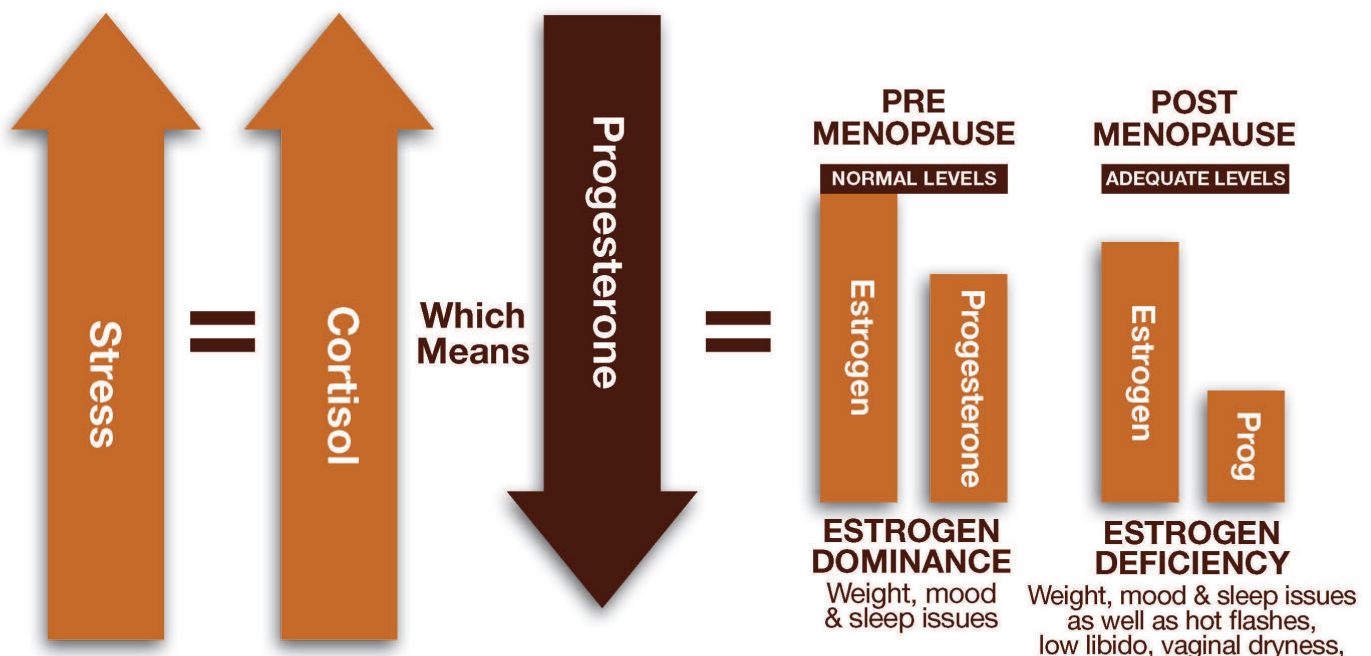
Since we agree that women are under constant stress, we can then understand that the stress hormone cortisol would tend to be higher. Before modern stressors, cortisol was meant to rise when we crossed paths with a lion or a bear and we needed to run to safety. In modern times, we view our boss, our finances, our children, and all of our other problems as if they were that lion or bear. It never stops chasing us! Needless to say, most women have elevated cortisol. Cortisol is not a bad hormone per se. The chronic stress is the issue. Cortisol is there to buffer us from our stress and, if we didn't have it, we could die.

Since the body is not used to constantly producing cortisol, it runs out of the reserves to make this vital hormone. The body's innate ability to survive allows for a backup supply of materials to help make reserve cortisol. The body can use one of our sex hormones, called progesterone, to be converted over to make cortisol. This would be okay if it happened once in a while, but if it happens long-term it can cause many problems. Progesterone is a hormone that we want plenty of. We often call progesterone the "good guy"

hormone because it is a fat burner, a diuretic, relaxes mood, aids sleep, regulates the menstrual cycle, and relieves cramps as well as hot flashes and night sweats.

Progesterone also sets the stage to balance out hormones for any sexual symptoms as well as aiding blood pressure and blood sugar as we age. There's even plenty of research that supports progesterone can prevent female related cancers especially estrogen receptor positive breast cancer.

Unfortunately, the hormone that we are always talking about, which casts a shadow on progesterone, is estrogen. We are told that this hormone is especially important for women, that it falls off as we age, so we need to replace it. In reality, we call estrogen the "bad guy" hormone because when progesterone levels get low, due to stress, estrogen becomes more dominant. This condition is called estrogen dominance (see chart below). You can Google it easily and read all about its side effects. Because estrogen causes the body to store fat, hold onto fluid, increases insomnia, causes erratic moods, and increases female related conditions like endometriosis or fibroids it is not desirable to have it out of balance. The simple condition of estrogen dominance begins when a girl is young and causes PMS symptoms. As a woman with estrogen dominance ages, and her progesterone falls even lower, her condition seems to worsen. This imbalance peaks at menopause which is why women tend to feel the worst at, and after, menopause.



The main source of our progesterone is our ovaries, when we ovulate. When an egg pops out of a little hole, called the corpus luteum, progesterone comes with that so when we stop ovulating our main source of progesterone is gone. This is why it's better to go through menopause later in life as opposed to earlier.

What can be done about all of this? Is the solution is to escape to a deserted island with no husband, children, or boss so our cortisol goes down and our progesterone evens out returning to a normal level? Would we no longer suffer from such severe estrogen dominance and our lives would be easier? If you answered yes, you are correct! If you could disappear to a deserted island you could almost eliminate estrogen dominance. The reason why is simple. On a deserted island you would no longer be surrounded by the things in life that raise cortisol. There are other contributing factors we do not always consider that also raise cortisol. The artificial lights we sit under every day, computers and cell phones which emit EMFs, lack of sleep, toxins in foods, and general aches and pains from sitting at a desk too long or being inactive. The reality is it is more than just emotional stress that raises our cortisol levels and the physical stressors mentioned above are hard to get away from.

There is a way to gently raise progesterone naturally, with no side effects. There is also a way to support the body's stress response and give it building blocks to make cortisol so that, when you are under stress, it doesn't steal your viable progesterone leaving you dominant in estrogen.

Think you might have a hormone imbalance?

Go to BeBalancedCenters.com and fill out the free hormone assessment.



Empowering women to achieve the highest quality of life through hormone balance!

At BeBalanced centers, our method is called Natural Hormone Balancing which is safe and effective. We recommend Natural Hormone Balancing creams that you can read about on the BeBalanced website. There is also a Natural Hormone Balancing weight loss program for women who struggle with weight as well as hormone imbalances.

Synthetic HRT is no longer a safe option for women as they age. Bio-identical hormone replacement therapy (BHRT) is better, but does not address the underlying issues related to the stress response and therefore yields a semi-permanent result. With BHRT, estrogen and testosterone are often added into the mix. These hormones have not been proven safe long-term and can cause not only side effects, but also additional weight gain. Natural Hormone Balancing is safer, faster, and less expensive making it a much more viable option for the average American woman.

We feel the best way to stay hormonally healthy and actually slow the aging process is to keep your hormones balanced and at optimal levels. In the meantime, what can be done immediately to soothe vaginal dryness and slow the aging of the vaginal tissue for pleasurable sex?

Current solutions for vaginal dryness:

Let's look at some of the current solutions on the market for dealing with vaginal dryness.

1. Over the counter /drugstore lubricants:

These can be either water-based or silicone-based and are designed to add extra lubrication or slide during sexual activity. They are, however, used more often than oil-based lubricants such as baby oil or mineral oil because they can cause irritation to the vaginal walls and are not condom safe.

2. Newer vaginal moisturizers: These products are to be used throughout the week to add moisture to the vaginal tissue similar to a moisturizer for your face. While they add moisture, there are no underlying tissue changes or lasting results.

3. Natural Oils: Natural oils such as sesame seed oil or coconut oil can add moisture without chemicals and even have anti-fungal or antibacterial properties. Again this is a short-term solution.

4. Estrogen Therapy: Estrogen, applied locally through prescription, has been thought to be the solution for vaginal dryness and tissue repair for years. Although it is not recommended for women with histories of stroke, heart attack or breast cancer, it seemed like it actually reversed thinning and dryness of the vaginal tissue. However, looking closer at estrogen and the studies, a different picture appears.

The truth about estrogen for the vaginal area:

- Although estrogen temporarily increases circulation to a cell, it also increases oxygen demand in that cell causing an oxygen deficit.
- The plumping affect estrogen gives to cells is simply water retention due to the stress the cell is under. This stress starts the cell division process associated with some of the dangers of estrogen.
- Estrogen causes the cross-linking of collagen which actually hardens and stiffens cells over time.
- Effects of estrogen on ligaments have shown to have a weakening effect which can lead to prolapse of the organs of the pelvic floor leading to incontinence and pain, all interfering with sexual activity.

Even the studies that show positive effects of estrogen on tissues are not long-term. There is a short-term plumping, which seems to be a thickening of the tissue, but in the long run is an actual weakening of the tissue and damage long-term to the cells. The reason behind the promotion of estrogen is it's a major drug of choice for the drug companies due to its ability to be patented. Other helpful hormones such as progesterone, DHEA, and even pregnenolone cannot be patented and therefore healthcare professionals do not have as much access to information or studies relating to their benefits. As you continue reading you will see there are valid studies showing that other hormones, besides estrogen, can have a major impact not only on vaginal dryness, but libido and the integrity of vaginal walls.

Rejuv, a natural solution!

Welcome Rejuv, an innovative sexual lubricant that is healthy enough that it can be used as a weekly moisturizer and rejuvenator of vaginal tissue.

There are a few factors to consider when dealing with the aging of the female sexual organs. Rejuv aims to be a comprehensive effort to deal with several of these issues. So let's break them down. The vulva is the outer part of your sexual organs including the clitoris, the inner and outer vaginal lips, and the mons pubis. The actual vagina is considered the internal canal. We are looking at achieving overall "vulvovaginal" health for the best sexual function and satisfaction.

Vulvovaginal atrophy (VVA) results in a thinning of all three layers of the vaginal wall (epithelium, lamina propria and muscularis) as well as a decrease in your vaginal lubrication and elasticity. When this happens, due to falling hormone levels, it can trigger vaginal dryness and pain during sexual activity. The fancy medical term for this is "dyspareunia" and can even include bleeding during intercourse. No fun at all!

Not to depress you more, but some women experience issues with incontinence and prolapse of the internal organs which can cause nerve pain and pain during sex. This has been termed Genitourinary Syndrome of Menopause (GSM) and is associated with lower levels of the hormone DHEA, which we will explain coming up.

Genitourinary Syndrome can be defined as symptoms involving changes to the vaginal lips, clitoris, vagina, urethra, and bladder. GSM may include: genital symptoms including dryness, burning, and



Rejuv

Restorative Vaginal
Lubrication and Moisturizer

irritation combined with sexual symptoms of lack of lubrication, discomfort, pain; topped off with some urinary symptoms of urgency, dysuria, and recurrent urinary tract infections. After hearing this list, it is not surprising that depression and anxiety can be associated with both VVA and GSM.

The good news is now that we understand the symptoms, we can show you how Rejuv was made to address each one.

Just as your skin needs moisture, the vaginal tissue and vulva begin to need added moisture with age.

By keeping out of the sun, getting proper sleep, avoiding smoking, and not having too much sugar/ alcohol, your skin can age well. But wouldn't some extra surface care such as a topical moisturizer make all the difference? Just as keeping the body's hormones balanced will slow the aging of the vaginal tissue, a little extra care of a vaginal moisturizer can make all the difference!



The purpose of using Rejuv:

- 1. Help to maintain optimal vaginal pH to prevent yeast infections and excessive urinary tract infections.** (1, 2)

Ingredients to support this:
Pomegranate oil and Elderberry extract

- 2. Help in setting the mood with an aphrodisiac used for scent (soft vanilla-like aroma) and to mask any odors.**

Ingredient to support this: Benzoin

- 3. Increasing circulation to the vaginal tissue to keep this area moist in order to generate optimal lubrication during sexual activity.** (3)

Ingredient to support this: the herb Damiana

- 4. Assist in keeping the vulva (vaginal lips and clitoris) moisturized to prevent dryness and chafing while adding fatty acids to support healing/preventing of micro-tears that can occur from intercourse.** (4)

Ingredients to support this: Avocado oil and Squalane

- 5. Help promote integrity and thickness of the vaginal walls with age.** (5)

Ingredient to support this: DHEA

- 6. Improve innervation (sensitivity) in the vaginal walls and protect nerves of the vaginal walls.** (6, 7)

Ingredient to support this: DHEA and Progesterone

- 7. Possibly support in the structural support of the vaginal walls to prevent prolapses leading to painful intercourse and incontinence.** (8)

Ingredient to support this: DHEA

All ingredients provide a safe, gentle sexual lubricant that will benefit the tissue as well as your partner.

PLEASE NOTE: Due to oil content, Rejuv has not been tested to assure it is condom safe. If you choose to use it as a weekly vaginal moisturizer, but desire birth control, please use a condom-safe lubricant for your sexual activity. Rejuv can still be safely used between your times of sexual activity and will help rejuvenate the vaginal tissue to make your intimacy more enjoyable.



Rejuv usage sample schedule:

(100 grams/bottle)

Month 1

Using 1.5 g 3 times/week = 4.5-5 g/week
20 g per month

Add in using 1 g for sex 3 times/week
12 g per month

(32 grams total)

Month 2

Using 1.5 g 2 times/week = 3 g/week
12 g per month

Add in using 1 g for sex 3 times/ week
12 g per month

(24 grams total)

Month 3

Using 1.5 g 2 times/week= 3 g/week
12 g per month

Add in using 1 g for sex 3 times/week
12 g per month

(24 grams total)

Month 4 and ongoing

Using 1.5 g 1 time/week = 1.5 g/week
6 g per month

Add in using 1 g for sex 3 times/week
12 g per month

(18-20 grams total)

Grams per month 32+24+24+20

Total of 100 g per 4 months

Please test Rejuv on your inner arm, wait 24 hours for any possible allergic reaction, before applying to the vulva-vaginal area.

Ways to use Rejuv:

1. As an external vulva (vaginal lips and clitoris) moisturizer when needed. This area can become dry and easily irritated. Using Rejuv a few times a week on the vulva will help prevent this from happening.
2. As an internal vaginal moisturizer 2-3 times per week to rejuvenate the vaginal walls. This can progress to weekly or bi-weekly maintenance dosages.
3. As a sexual lubricant during sexual activity. Use approximately 1-1.5 grams on partner before sexual activity.

Grams can easily be measured on your application tube.

Rejuv is conservatively a four month supply. This is factoring in having sex three times per week while progressing to three times a week as an internal/ external moisturizer and eventually going down to only once per week. See the below sample schedule. This schedule is set for a woman experiencing severe dryness, described as the vulva is dry and uncomfortable with no sexual activity and vagina is very dry during sexual intercourse, even with conventional lubes is painful. If you are not having severe dryness, but only mild to moderate dryness on the vulva or during sex, you may start with the month two or three as suggested below.

Pain and problems keeping you from your best sex?

If you have recurrent pain during sex it needs to be explored and shared with your trusted healthcare professional. The Mayo Clinic says that by treating sexual problems you will not only support your sex life, but also your emotional intimacy. We agree and feel it will also improve your overall self-image and zest for life! It is important to note that physical causes of painful intercourse differ depending on when and where the pain occurs. We know that our emotions are deeply intertwined with sexual activity so they may play a role in sexual pain. Emotional factors include: anxiety, depression, concern about physical appearance, fear of intimacy, or relationship problems. All of these emotions can contribute to a low level of arousal and result in discomfort or pain. Stress plays a large role, especially with your pelvic floor muscles which tend to tighten in response to chronic stress. Tight muscles can, in turn, contribute to painful intercourse. A history of sexual abuse also factors in when talking about pain or discomfort during sex. Of course not every woman experiencing painful sex has a history of sexual abuse, but if you have been abused it can certainly play a role.

Sometimes it can be difficult to tell whether emotional factors are associated with painful sex because initial physical pain can lead to fear of recurring pain. This makes it difficult for a woman to relax which, can lead to more pain, and then it becomes psychological! A woman might start avoiding sexual intercourse if she associates it with the pain.

Any type of pain or discomfort needs to be noted because it will all affect your interest in sex. If you have painful intercourse, you might feel pain at certain points:

- Pain only at sexual entry (penetration)
- Pain with every penetration, including putting in a tampon
- Deep pain during thrusting
- Burning pain or aching pain
- Throbbing pain, lasting hours after intercourse

By noting how your body reacts, and sharing this with your trusted healthcare provider, you will give them more information to better help you.

Since we have already covered the systemic hormonal issues that could lead to vaginal dryness or painful intercourse, let's now look at some of the structural changes that can occur in the body that cause discomfort as well.

If there is pain or discomfort the body tends to tighten up the muscles of the pelvic floor to protect against this pain. Therefore, it is really best to try to isolate the specific source of pain or the condition causing it. This next piece of information can help you with that. Once this is pinpointed, you can work with your gynecologist on specific treatment plans. Often they will refer out to a pelvic floor specialist, which is a physical therapist specializing in the muscles of the pelvic floor. There are many things that can be done in this area that can help you avoid surgeries.

We will now cover the basics, or main conditions, associated with pain "down there" in women.

1. Vulvodynia: This is a basic irritation of the nerves causing pain around the opening of the vagina. Treatments seek to calm inflammation, are often short-term, and steroidal in nature. Rejuv may help this condition due to the neuroprotective properties and the soothing fatty acids.

2. Vaginismus: This condition is associated with involuntary contractions of the pelvic floor muscles, around the opening of the vagina, making intercourse painful or impossible. Treatments aim to relax the pelvic floor muscles. It's important to note that the tightening of the pelvic floor muscles may be the body's reaction to, or defense against, previously experienced pain during intercourse. If this pain

was associated with vaginal dryness or thinning vaginal walls, Rejuv can be used to support this condition. Then a specialist can help you learn how to relax the muscles and disassociate pain with sex.

3. Atropic Vaginitis: This is inflammation of the vaginal and lower urinary tract due to thinning and shrinkage of the vaginal tissue. Treatment aims to moisturize the tissue and topical estrogen is also commonly prescribed. Due to your new understanding of how estrogen actually works on the tissues, Rejuv would be a much safer and more effective solution here.

4. Vestibulodynia: This is a condition where pain is experienced upon entry to the vagina by a partner or even a tampon. As the name denotes, it is in the outer “vestibule” of the vagina. The causes for this condition could be hormones declining, infections, or tight vaginal muscles. Your gynecologist can determine the cause followed by suggested treatments based on the root cause. Rejuv can help in this condition when it is connected to hormones. Rejuv can also help stave off infections due to supporting proper pH of this area.

5. Pelvic Floor Hypertonus: As opposed to weak pelvic floor muscles, this condition occurs when pelvic floor muscle such as the pubococcygeus, puborectalis, and transverse perineal muscles are tight and tender. Treatment aims at relaxing these muscles, usually with the help of a pelvic floor specialist who may recommend breathing exercises, relaxation therapy, and manual release of tight muscles.

6. Vulvar Dermatological Issues: This is an umbrella name that encompasses any type of skin condition or irritation of the vulva area of a woman’s body. Conditions such as eczema, psoriasis, or lynchin sclerosis are included. Treatments are usually topical, steroidal in nature, and prescribed by a doctor or gynecologist. Due to the soothing

and reparative nature of Rejuv, it may work as an alternative to the short-term use of steroid creams.

New ways to rejuvenate that may improve your sex life!

Now let's talk about some fun and interesting new procedures and treatments that have been rising in popularity. VR used to solely be a reference for “virtual reality,” but now we find it referring to Vaginal Rejuvenation as it this hot, new focus for women develops.

Radio Frequency

These types of treatment have been used for a short while now in the cosmetic industry for tightening facial and body skin and smoothing cellulite. Now it is being tested for the vaginal area to tighten the walls of the vagina which can stiffen, but also loosen, making sex less gratifying. If there is not a snug fit for your partner then the G spot nerve bundle will not be stimulated as much for an intense orgasm (or for an orgasm as all!).

You would simply feel heat as the tissue is warmed between 105 and 115 degrees causing it to contract. This can be used on the labia as well as tightening the mucosa of the vagina. Anywhere from one to three treatments could be required with a maintenance treatment once a year. The benefit of radio frequencies over lasers is that they can penetrate deeper, and support the structures of the vagina, supporting conditions such as urinary incontinence.

Examples of RF for the vagina would be Viveve system or Votiva. The Viveve system specifically aims to renew collagen and altered connective tissue in the vagina known as overall vaginal laxity. A small probe is inserted into the vagina and the radio frequencies heat the tissue. Cooling technology is used allowing the device to continue to heat for an extended period of time without damaging the mucosa of the vagina. Therefore, the treatment is comfortable and pain-free. Usually one 30-45 minute

treatment is all that is needed and results can be seen within 30 to 90 days.

Lasers

The current use of lasers for skin rejuvenation makes them an automatic go-to for vaginal rejuvenation. The goal here is to reactivate collagen production in the vaginal tissue, which also is meant to support overall lubrication. Different lasers use a variety of frequencies of light, such as VAG or CO2, to work on the collagen. Examples would be the diVa and Mona Lisa Touch. The treatments feel like a slight pressure or tapping, but are not supposed to be painful. Sessions, spread out over three to four months, and possibly one maintenance treatment is what's currently recommended.

LED Light Therapy

LED red light has been used for the facial area to stimulate blood flow for healthier skin. Now there is a tool called vFit that delivers this special red light heat and sonic technology to the vaginal mucosa. This red light treatment helps to increase circulation which supports in natural lubrication. The device is supposed to be used every other day for 6 to 10 minutes producing results in a few months. The target market is menopausal or postpartum women who have increased vaginal dryness.

Labia Surgery (Cosmetic)

When I first heard of this procedure I thought it was just purely cosmetic in nature. A surgeon cuts the larger outer lips, called labia, to tuck them in to make them smaller and more aesthetically pleasing. With the ever-growing trend of women having Brazilian waxes, or removing all pubic hair, this area has brought into focus. I now understand this procedure can also be performed more with the woman's comfort in mind. As women age, their labia can get larger or

droopier and cause discomfort if they rub together, especially when they get dry.

O shot

This medical procedure has grown in popularity over the last 2 years. It is literally a shot of hyaluronic acid, the same stuff they use in lips and facial filler, injected into your G spot. The shot can also be put in the clitoris. This natural substance, that the body makes mostly when we are young, plumps up these areas and allows for improved sexual satisfaction.

Vajacial

I guess, if you get regular facials, the next area you could consider is the vajacial. This is a growing trend in larger cities and, although it may seem totally gratuitous, taking care of this area's delicate skin makes sense. The main focus here is preventing the ugly painful red bumps that come from ingrown hairs due to waxing and shaving. This treatment is performed on the vulva area only and exfoliates dead skin, cleans out pores, and works to kill bacteria — all while adding moisture back to the skin. So, just as a facial keeps the skin on your face clear and healthy, a vajacial works to care for and improve the skin on your vulva. A vajacial may be something you choose to treat your special area on a spa day!

Special "V" Products

Many products have emerged just to care for this region. The vajacial has home care products that are promoted by the facial technician, but some women prefer to buy these products for their own self-care. These special V products focus on deep cleansing and exfoliation as well as moisturizing this delicate area. Because of the current full hair removal trend, many women have ingrown hairs and bumps as well as red spots. This type of deep cleansing with exfoliation supports this condition allowing women to have softer, smoother skin.

One of the most important things to remember is to not wash the vulva area with regular soap as it can be very drying. Try to use a wash specifically made for this area with more natural ingredients. A coconut or natural oil base wash will probably work best. You don't want to throw off your pH which can cause you

to be more susceptible to bacteria and yeast.

There are now places of business that are dedicated solely to the care of this sensitive area. One company, based out of New York, is called VSpot and is a female Wellness Spa connected to an OB/GYN office. The convenience of a woman taking care of herself internally and externally in one place makes this an ideal setting for such an innovative business idea.

Most of us aren't located near such a facility so homecare can substitute quite nicely. It is very important to have the right products for, and the right understanding of how, to treat this area.

Rejuv intimate moisturizer can be the first step you take in keeping the delicate tissue moisturized with a proper pH both internally and externally a few times a week. Buying a steamer and doing a vaginal steaming once a week, or possibly once a month, can be a nice addition as well.

Vaginal Steaming

I think the first time I saw this done I was watching an episode of *Keeping up with the Kardashians*. I knew I was not keeping up as I had never even heard of this before! The girls were sitting on wooden sauna-like boxes getting a steam at a spa. At first I thought this was ridiculous. That was until I tried it! Then I thought about steaming from a scientific perspective. The warm steam is very relaxing to the often tight pelvic floor muscles. More importantly, the steam serves as a form of detoxification. Special detoxifying herbs can even be added to the warm water. As the steam penetrates, toxins are released from the area just like a sauna or steam room would release toxins from the rest of our skin. The vaginal area has a lot of lymph flow and circulation so this is a great area to release toxins. This ties into why it is so

important for girls to have a monthly cycle. When a monthly cycle is missed, the body doesn't have the opportunity to release toxins through menstruation. I'm sure you could find an expensive spa to give you a vaginal steam, but if you're anything like me, you'll shop online for a steaming set. You can find small bowls, which fit right inside your toilet, that come with packs of herbs so you can steam whenever you'd like. It only takes 15 minutes and is a great way to pamper this often overlooked area and relax.

New Assisted Kegels chairs

Kegels, also known as Kegel exercises, are the systematic contraction and release of the pelvic floor muscles to build strength and tone. These muscles are important in preventing prolapse of the bladder, rectum, and uterus. Many women experience bladder weakness, or prolapse, due to the weakening of these muscles. This results in accidental urination when you laugh or sneeze.

The determination to do Kegel exercises should be considered with care. Some women have hypertonic pelvic floor muscles, meaning too much tension is held there causing pain and even discomfort with sex (see section to come). Other women have weakened pelvic floor muscles due to stress, labor & delivery, heavy lifting, or chronic constipation (unhealthy pushing).

If you are meant to do Kegel exercises, that can easily be done on your own without any specific devices, you can follow simple instructions found online, in YouTube video links, or from your pelvic floor specialist.

It is sometimes hard to be sure you are performing Kegels the right way which is why so many home devices have been developed to help. There is a range of products on the market to help with Kegel exercises. The biofeedback devices, Elvie and Pericoach, are designed to ensure you are tightening and relaxing correctly all while tracking your progress on your blue tooth. There are simple, small egg-shaped objects that can be placed in the vagina that allow you to squeeze against them, making the process easier.

The interest in helping women do proper Kegels led to the development of a new, medically supervised

Kegel chair called Emsella. This chair can set a doctor back about \$125,000. The chair delivers a pulsating sensation, using high intensity electromagnetic energy, to contract the muscles. This allows a woman to perform a maximum amount of Kegel exercises in a minimal amount of time. The chair is supposed to be pain-free and comfortable during the 30 minute sessions. Six sessions is considered a good number for optimal results. Some of the services presented here are invasive, and cutting edge, but we wanted to provide you with every option so you know what is going on in the V world!

How to spice up your sex life!

By By Dr. Debra Laino DHS, Sex Therapist/
Educator

Ladies, you have a lot going on in this area! I am a big believer of knowledge is power, so hopefully what you just read will help you understand your body physically and emotionally so you can lay the foundation for a great sex life. Now let's look at some easy and practical things you can do to make your sex life a bit more exciting.

Sex takes on various moods depending on the couple. There will be variations in those moods as well. Some sexual experiences are fun and exciting, some are more romantic, some can be charged with other emotions such as deep care or anger (within reason, as in "I am frustrated with you but super attracted to you right now") and other sexual experiences will be to simply meet the needs of your partner. All types are well within normal limits of healthy relationships. In my book *How To Put The Party Back In Your Panties* due out spring/summer 2019, I discuss not only sex tips and exercises but also how to set the



mood for each exercise, how to prepare your partner and ways to enhance your sexual experiences. I want to give you a taste of that here in the following pages.

How to prepare your partner:

For the most part, relaxation is key to preparing you partner for a sexual experience. Occasionally, an exhilarating experience prior to a sexual experience suits some better, however this is rarer. With this we will focus on creating a relaxing environment since the majority falls in that category.

Women, in general, tend to hold on to things. We tend to have a more difficult time letting go than our male counterparts. It is primarily for this reason that creating a relaxing environment suits a sexual experience better.

One of my favorite exercises from my new book is *The Sexy Talk Invitation*. I love this because it is simple and is a great prep for getting to know not only yourself but also your partner.

The *Sexy Talk Invitation* is a way to open up and slowly begin to talk about things that you find sexy. Many of you know what you find sexy and some of you do not. Some of you are open with talking about it and others of you are not. I'd be willing to bet that some of you have never even thought about what is sexy to you- so you have no platform to build upon.

You probably spend very little energy in this area-you are more likely programmed to get turned on by direct physical touch. I know that feels good but you are cutting yourself short on the awareness aspect of sexuality, which is why this exercise can be so helpful and fun!

Understanding what you find sexy is a key to understanding what you want from your partner, but more importantly it helps you to recognize your "turn-ons." In addition, opening up a dialogue about your relationship is also important. Everybody wants to know what they are doing well, what you like about them, what their best qualities are, but also what you would like to see or feel more of.

What you will need:

To start *The Sexy Talk Invitation*, you will need a quiet place with no interruptions. Set aside thirty to forty-five minutes for this talk. You will also want to set the stage for relaxation. There is nothing worse than having a sexy conversation under florescent lights and in a cluttered space. Turn off the lights and light several candles so the two of you can see each other. It is always a good idea to light candles you both find appealing. Smell is our most powerful sense so we want to set the stage for this talk as relaxing and sensual. Lighting a candle, burning some incense, or diffusing some aromatherapy oils can help set the mood (tips to come on picking the best ones).

Make sure that the space you decide to use is uncluttered as clutter tends to

distract us away from our inner thoughts and our focus becomes scattered. You want to reduce this aspect in ALL of these exercises. You will not have a true "party" if you don't even want to be there yourself! Now that you have your stage set for a relaxing talk about sex, you're ready to move on.

How to do it:

When your stage is set, and the two of you are together, I want the two of you to sit facing one another. Reach out and take each other's hands. It is important to have physical contact here so that the two of you can feel the depth of the exercise. Each of you gets a total of fifteen minutes to talk without any interruptions from the other. While one of you is talking, it is the other's responsibility to listen openly and really focus on what your partner is saying. Notice the facial expressions, body movements, smiles, etc. The following topics will be discussed in this exact order:

1. What you find sexy in general
2. What you find sexy that your partner does (think behaviors, sounds, walks, etc.)
3. What you love about the relationship the two of you have
4. One thing you would like to see more of in the next three weeks

When both of you have had your fifteen minutes, with the remaining fifteen minutes you can discuss anything else that might have come up for you during this exercise. If you were nervous at first, but then really relaxed into the talk, let your partner know. Perhaps you feel closer to your partner or eager to try some of the things they mentioned. Now is the time to share this with them. At the end of the forty-five minutes I want you to kiss each other and say some encouraging parting words to one

Why this works:

Why shouldn't this work? Is probably a more appropriate question. This is one of the most emotionally connecting exercises there is. This is real and raw emotion being transferred to one another. It is you and your partner being vulnerable to one another. Vulnerability speaks volumes in relationships. There are all the components of connection here in this exercise. There is dim light, sensual smells, your

partner's undivided attention, physical contact, and eye contact. You as a woman need connection in order to feel sexy again. This connection is an important component to this exercise and one that will come up again and again. There is a science behind all of this. You set the platform for calmness which breeds connection, which breeds bonding. For a true intimate relationship, this overall platform of connection needs to be a common experience for you. It is a good idea to use this exercise at least bi-monthly. You will become aware of new things that your partner will do each day that you will find sexier and sexier. Your sexual motor will start to rev up!



Foods, smells & activities to enhance your sexual experience

Food & Drinks

Food and sexuality is always an interesting combination! The running joke I have with my students and many of my clients is about food, sex, and Valentine's Day. Valentine's Day represents the day of the year to show your love that you love and appreciate them-yes, one day a year for love- go figure? Anyhow, most often we take our date out to dinner, give them candy, and surprise them with a beautiful bouquet of roses! All well and good. The problem is, the dinner is usually heavy, carb-filled, processed, overly oiled and buttered up! Also, let's not forget the wine or other adult beverages thrown in there! Tastes good going down, but the after effect is often bloating, gas, and a

blood sugar spike. This is obviously not conducive for a good sexual experience. As a matter of fact, sex is often put off for another time because one or both partners fall asleep due to their food coma!

Here's what I recommend, eat light- eat high protein and high good fat like avocado or coconut and try to stay low on carbs and sugar. If that dinner looked like a light piece of fish, some vegetables that work well with your digestive system (hold the heavy fats and butter), and a glass of good quality wine the outcome would be much different. You would feel a lot lighter, more energetic, and more aware. Not the food coma you would be in with a heavy pasta dish followed by a rich chocolate dream cake! When we feel light, energetic, and aware, we have a much better opportunity for a great sexual experience. Do not by any means eat beans or raw cruciferous vegetables because they are well known for causing gas. Stay away from anything you know of that causes you any type of digestive issues. This will not turn out well in a sexual situation.

Have a cocktail if you drink alcohol, but just one, no more than two! Alcohol in small amounts can set the mood for relaxation and lowered inhibitions. I always recommend low sugar cocktails because sugar will rob you of your energy and give you a hangover. Try fresh fruit juice, combined with a clear alcohol like Tequila or Vodka, ice, shaken all together.

Foods to experiment with in the bedroom

There is a tendency to bring food into a romantic evening at home as well. Many people like to experiment with food such as whipped cream. I get it, it can be sexy for both of you to lick something off the other. It can also be a sticky mess!

Strawberries: As a matter of fact, all other berries can be perfect to feed each other of course. Berries are low in sugar but are still regarded as a sweet treat. Feeding berries to one another puts the tongue to good use. Biting into a berry and licking your lips or sucking on a berry and perhaps rotating it in and out of each other's mouths can send both of you into ecstasy.

A Candy Necklace: While this is a sugary treat, if it is used as a garter it can set the mood for curiosity and arousal. Remember these from when we were kids? You can still find them in certain candy sections. Have your partner slowly eat the garter off you while you are enjoying the buildup of sexual pleasure. Ice: Wow, that's cold, but really it can be hot! Put a piece of ice in your mouth and, as it melts, drip it down his spine, perhaps across his nipples, on his belly or anywhere really. Both of you can experiment with this for each other. It is a warm and cold sensation that often gives goose bumps, which many find erotic.

Foods not to experiment with:

Sugary foods, in certain spots: Be careful with foods like chocolate and whipped cream-especially in your vagina! While it's tempting to use chocolate sauce and whipped cream because they are easy and sweet, they are very high in sugar! You and your partner may like the taste but so does YEAST! Using sugary treats in or on the vagina can give you a yeast infection, which as a woman you know is not a fun ending to your personal party!

If you want to use these foods, use them only on the surface skin- such as nipples and belly. Other foods to experiment with on the surface are honey, gooey candies, and maple syrup- they allow salivation, which is great for setting the mood for oral sex.

Scent

Keep the smells simple. Vanilla and Lavender are basic "go-tos" as they are both relaxing and light. If you and your partner have other favorite smells you can use them, but keep in mind whatever works best for you. Below are some suggestions for scents that can take your sexual experience to the next level. As mentioned, these can be experienced by lighting a candle, burning some incense, or diffusing some aromatherapy.

- Vanilla - Known to stimulate arousal in both men and women. It is fruity and earthy. Vanilla also relaxes and brings about feelings of warmth and connection.
- Lavender - Lavender is soothing and relaxing and known to put you in more of a slow and seductive mood.
- Ylang Ylang - soft and sweet. Ylang Ylang is well known to stimulate feminine sexuality and euphoria. Ylang Ylang is great to relieve nervous feelings and brings about calmness.
- Jasmine - Jasmine is well-known for stimulating the emotional part of the brain. Jasmine helps with reducing tension and fear.

Here's a homemade recipe for an amazing organic scrub that I use!

Lavender Love:

½ cup organic brown sugar
½ cup of organic olive oil, almond or avocado oil
6 to 8 drops of lavender

Mix all of these together and use either in the shower, bath, or have your partner rub you down!



Music

Many people like the sound of music during a sexual encounter. Most people have favorite songs they listen to often. It is no secret that music can affect our emotions and direct our thinking. This is why it is important to choose wisely here. I don't judge. If you play hard core rap, death metal, or the American Anthem - if you like it, and it works for you, then keep doing it! However, if you don't usually set the mood with music here is what I suggest:

- Romantic Music - be sure they are positive love songs
- Classical Music - soft and sexy, with no words
- R&B Music - like Al Green and Barry White

Try to remember, if you choose romantic music please choose positive songs. Some romantic love songs are very sad with artists singing about a love affair they had, then their partner left them or worse - died! The last thing you want to do is start crying in the middle of your party!

Classical music without words can help to relax you, focus you, and help you to feel sensual. R&B music can help you to get your slow, deep groove on with the sexy voices of artists such as Barry White.

Whatever you do, do not turn on the radio. The commercials will simply kill your mood! Plus you never know what song is going to be on and it could be a song that reminds you of your ex! Best bet is to make a CD, use your iPod, or try an app like Pandora. You want your music to soothe you and make you feel sexy. Keep the music low in the background so that the music doesn't overpower the sounds of sex - sex sounds are just as important in setting the mood!

Write

Write a love note. Tell your partner what you are going to do to them or what you want to do to them. This is a wonderful way to set the mood and what I call pre-gaming. Send an email or a text in the afternoon and let your partner know what it is you are interested in later on. For example: "Hey baby - I've got something special for you tonight. I'm getting hot just thinking about it!" This creates sexual tension and sexual tension is an aphrodisiac.

References on Rejuv's ingredients:

(1) In Vivo Comparative Evaluation of the Pomegranate (*Punica granatum*) Peel Extract as an Alternative Agent to Nystatin against Oral Candidiasis. <https://www.ncbi.nlm.nih.gov/pubmed/29892147>

(2) Fungicidal PMMA-Undecylenic Acid (in Elderberry) Composites. <https://www.ncbi.nlm.nih.gov/pubmed/29316713>

(3) Reduces Vaginal Dryness and Increases Female Sexual Desire. A double-blind placebo-controlled study of ArginMax (with Damiana) a nutritional supplement for enhancement of female sexual function. <https://www.ncbi.nlm.nih.gov/pubmed/11554217>

Increases blood circulation to the sexual organs: Pro-sexual effects of *Turnera diffusa* Wild (Damiana) in male rats involves the nitric oxide pathway <https://www.ncbi.nlm.nih.gov/pubmed/23298455>

(4) Influence of topical administration of n-3 and n-6 essential and n-9 nonessential fatty acids on the healing of cutaneous wounds. <https://www.ncbi.nlm.nih.gov/pubmed/15086775>

(5) Fernand Labrie, MD, PhD, David Archer, MD, Céline Bouchard, MD, et al. Intravaginal DHEA (Prasterone), a physiological and highly efficient treatment of vaginal atrophy. *The Journal of the North American Menopause Society*. 2009;16(5):907-922.

(6) Effects of ovariectomy and DHEA on vaginal wall thickness and innervation. <https://www.ncbi.nlm.nih.gov/pubmed/22905785>

(7) Membrane progesterone receptors: evidence for neuroprotective, neurosteroid signaling and neuroendocrine functions in neuronal cells. <https://www.ncbi.nlm.nih.gov/pubmed/22687885>

(8) Efficacy of intravaginal DHEA on moderate to severe dyspareunia and vaginal dryness, symptoms of vulvovaginal atrophy, and of the genitourinary syndrome of menopause. <https://journals.lww.com/menopausejournal/Citation/2016/03000/>