

# Female AWAKENING

Let's normalise talking about female pleasure and vaginal treatments. We take a look at the latest in women's health.

2021 has been the year for many women to find their voices and spread awareness on sexism and inequality. Women are no longer afraid to put their needs first, including their vaginal health and sexual pleasure. Holistic Sexuality Coach and Feminine Wellbeing Educator, Melissa Vranjes, says we still have a long way to go when it comes to women being educated about their own bodies.

"There is a lot of misinformation around women's health and bodies in general and a lot of women ask the question 'why wasn't this taught at school?'," says the spokesperson for vaginal care provider Kolorex. However, in recent years, she has seen a change happen.

"Women are openly talking about their vaginas, their menstrual cycles and finding empowerment in doing so. I believe that is because we are slowly opening up about previously 'taboo' topics around the female body, and cheering each other on in the process."

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"The main concerns women come to see me about are feeling disconnected to their femininity, vaginas, sexuality and cycles. They are craving to learn how they can optimise their health through body literacy. There is a deep desire in almost every client to feel alive and to thrive in their feminine bodies. The only thing lacking is education and tools to connect to this part of their bodies."

Once women have found the information they've been craving, there is almost nothing that can't be treated or improved. From vaginal dryness to laxity and incontinence, the latest generation of women's health devices offers a range of quick and easy treatments that can make a world of difference for women.

#### Aussie Medi Tech Eva™

EVA™, which stands for 'ENHANCEMENT of the VAGINAL ANATOMY' offers a safe, effective and comfortable non-ablative solution for the treatment of the most common gynaecological conditions.

EVA™ employs innovative Dynamic Quadripolar Radiofrequency (DQRF™) energy designed to trigger vulvar tissue remodelling. DQRF™ utilises four electrodes designed

to focus energy emission precisely on three different tissue layers using heat to stimulate subdermal collagen production and tissue remodelling, whilst leaving the surrounding tissue unharmed.

Through the DQRF™ technology, EVA™ stimulates the production of collagen and hyaluronic acid and thus naturally rejuvenates and restores the normal physiology of the tissue. No anaesthesia is needed and there is no downtime. EVA™ is the only device on the market with the ability to incorporate hyaluronic acid for more immediate results.

The device treats vulvo-vaginal atrophy, symptoms of genitourinary syndrome of menopause (GSM), vaginal laxity, pain or reduced sensitivity during sexual intercourse, mild stress, urinary incontinence, as well as vulvar rejuvenation.

