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Deceptive versus non-deceptive cosmetic-plastic-gynecologic surgical interventions

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Abstract

The American College of Obstetricians and Gynecologists(ACOG), in their Committee Opinion 378, reviewed "vaginal rejuvenation", "designer vaginoplasty", "revirgination" and G-spot amplification procedures and concluded that: safety and effectiveness have not been documented; traditional gynecologic surgery techniques have been adapted and terms have been changed to new nomenclatures as cosmetic procedures; deceptive practice and marketing were identified; and unethical practice, marketing , national franchising, and business controlling the dissemination of scientific knowledge were recognized. Review of existing scientific and marketing literature from that time identified no randomized clinical studies. Therefore, ACOG Opinion 378 was correct on this issue. Traditional gynecologic procedures had been renamed for cosmetic gynecologic new terms and it constituted deceptive practice and marketing, misleading physicians and patients.

The ACOG also documented what needed to be done to practice honest and ethical cosmetic–plastic gynecology. Over the past several years the cosmetic–plastic gynecology field has elevated its level in the evidence-based medicine ranks through well-designed clinical studies published in peer-reviewed journals. These published new cosmetic–plastic gynecology procedures have not been adopted from either traditional or pelvic reconstructive surgeries.

Biography

Mark Scheinberg is a highly trained vaginal surgeon having performed over 10,000 surgical procedures. He also has extensive training in cosmetic gynecology and has created the widely popular Mark V Mini-Labiaplasty procedure. Dr. Scheinberg has received advanced training in Vaginal Reconstruction and Transformation by the internationally famous Professor Adam Ostrzenski M.D. PH.D. He is also a member of the International Society of Cosmetic-Gynecologists (ISCG), and the American Academy of Cosmetic Surgery (AACS).