

From: Nancy Trent/Pam Wadler  
Trent & Company, Inc.  
594 Broadway, Suite 901  
New York, NY 10012  
(212) 966-0024  
[info@trentandcompany.com](mailto:info@trentandcompany.com)

For: **Thermi**

**FOR IMMEDIATE RELEASE**

## **Renowned Urogynecologist Red Alinsod, MD selected to head ThermiVa Center for Physician Education**

*Following positive study results in the area of feminine rejuvenation, Dr. Alinsod signs on with Thermi to bring a game-changing radiofrequency treatment, ThermiVa, to patients and physicians.*

Irving, TX (Aug 2015) – Thermi, a fast-growing and forward-thinking aesthetic technology company, has selected Dr. Red Alinsod to head the first ThermiVa Center for Physician Education for their latest and most coveted development, ThermiVa temperature controlled radiofrequency.

A globally celebrated surgeon in his own right, Dr. Alinsod has been pioneering clinical research in the area of non-surgical radiofrequency for aesthetic gynecology for over a decade. Because of his leadership and clinical acumen in this arena, he was sought out by Thermi to assess ThermiRF, the company's flagship technology, for use with vaginal laxity. Dr. Alinsod incubated ThermiVa in his Laguna Beach, CA office, South Coast Urogynecology. The site now serves as the Global Physician Education Center for ThermiVa, as well as the headquarters for the annual Congress of Aesthetic Vulvovaginal Surgery. It is also where Dr. Alinsod developed innovative gynecological procedures and invented medical devices that are used today throughout the profession.

Vaginal laxity is a largely under-reported condition often experienced by women after vaginal childbirth or menopause. In his clinical research study, *"Temperature Controlled Radiofrequency for Vulvovaginal Laxity"*, 1. Dr. Alinsod concluded, "I am convinced that ThermiVa is a transformative technology for treating a multitude of vaginal issues without surgery. Damage from vaginal birth and aging can diminish sensation during intercourse, reduce sexual satisfaction and change the relationship between partners. Heat has become a standard for promoting collagen remodeling and healing, which helps strengthen the structural support columns for the skin, improving integrity and tightness. ThermiVa has mastered the delivery of controlled-heating in these intimate regions resulting in soft, supple, moist, and tight Vulvovaginal tissues."

He added, "TTCRF is safe, tolerable, and effective for vulvovaginal rejuvenation and tightening. Evidence strongly suggests applications in the treatment of atrophic vulvovaginitis, orgasmic dysfunction, stress urinary incontinence, overactive bladder, repetitive UTIs, repetitive bacterial/candidal/GBS vaginitis, as well as vulvar dystrophies and certain forms of pelvic pain. ThermiVa's spectrum of clinical use surpasses the breadth and efficacy of any laser based system for both aesthetic gynecology and urogynecology."

The painless office treatment is done in three 15-30-minute treatments, a month apart. There is no downtime, no surgery, and no need for anesthesia. Women who have received the treatment have called it "life-changing". Dr. Alinsod performs all procedures in his solo practice.

Dr. Alinsod, who was recently named the Chair of the Thermi Women's Health Clinical Advisory Board, shares his insights with the international medical community through speaking engagements at medical conferences, at Clinical Advisory Council meetings with other ThermiVa providers, and on monthly webinars for interested physicians.

South Coast Urogynecology is located at 31852 Coast Highway, Ste. 203, in Laguna Beach, California. For more information on Dr. Alinsod or the ThermiVa Center for Physician Education, call 949-499-5311 or visit [www.urogyn.org](http://www.urogyn.org). For more information on ThermiVa, call 866-981-5017 x5823 or visit [www.thermiva.org](http://www.thermiva.org) and [www.thermiva.com](http://www.thermiva.com).

### **About Red Alinsod, MD**

Dr. Alinsod, a graduate of Loma Linda University School of Medicine, is instrumental in the development of aesthetic vulvovaginal surgery. He founded the Congress for Aesthetic Vulvovaginal Surgery in 2006 and is considered one of the pioneers of this evolving field. He is responsible for the current techniques in radiofrequency labiaplasty of the minora, the Hybrid/Barbie/Rim Look labiaplasty, the Medial Curvilinear Labia Majoraplasty, and the central and lateral clitoral hood reductions. He developed the combination Pudendal-Levator Block for In-Office Awake/No IV labiaplasty and vaginoplasty and has taught this technique worldwide. He was also the first

surgeon to perform non-surgical labia majora RF skin tightening and RF vaginal canal tightening. In the world of pelvic surgery he is known for his invention of the Lone Star APS Vaginal Retractor, APS Surgical Table, and Alinsod Scissors.

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#### **About Thermi**

Thermi provides advanced technology using finely controlled thermal energy. The multi-use platform promotes increased patient safety and clinical effectiveness while providing versatile micro-invasive and non-invasive solutions for physicians serving the women's health marketplace. ThermiVa is a daughter product to the Thermi flagship product, the ThermiRF Temperature Controlled Radio Frequency Generator System, which is FDA cleared for dermatological and general surgical procedures for electrocoagulation and hemostasis; and to create lesions in nervous tissue. ThermiRF is an advanced technology using finely controlled thermal energy.

1. "Temperature Controlled Radiofrequency for Vulvovaginal Laxity: A Pilot Study". Presented at the 17th Annual IMCAS World Congress by Red Alinsod, MD, FACOG, FACS, ACGE (2015)
2. Ptnt VHW

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**EDITOR'S NOTE:** For more information about Thermi and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).