

# A FIFTH OF WOMEN WANT SURGERY FOR A DESIGNER VAGINA

Submitted by: 10 Yetis PR and Marketing

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Research commissioned by the UK's leading cosmetic treatment review website (<http://www.goodsurgeonguide.co.uk>) reveals that 24% of women do not have a sex life due to the appearance of their vagina and subsequently, 22% of women would consider undergoing surgery for a 'designer vagina.'

Due to an increase in 'designer surgery' queries, the UK's leading online cosmetic treatment review website conducted research of 1,031 women across the UK to discover what extremes women would go to for a 'designer body.'

The research commissioned by [www.goodsurgeonguide.co.uk](http://www.goodsurgeonguide.co.uk) shows that 1 in 5, 22%, women would like to undergo surgery on their vagina, and 28% would like to have buttock implants.

When asked the multiple choice question 'Why would you like this procedure done?' of the women that would like a cosmetic procedure on their vagina, 18% admitted it was because of their 'confidence' and 14% said it was to 'improve their sex life'. While 24% admitting to having not had a sex life due to the appearance of their vagina.

1 in 3 women, 33%, would consider undergoing a Labiaplasty after giving birth. A further 26% admit that they would prefer a cesarean childbirth, in order to maintain the appearance of their vagina.

27% of women claim that TV programmes focusing on cosmetic surgery 'pressure' them to maintain a 'designer' appearance. The research shows that of the 28% of women that would undergo buttock implants, 62% admit to wanting the procedure conducted so they can achieve the 'celebrity figure.'

The study shows that younger women are more likely to undergo a cosmetic procedure on their vagina, with 26% of women aged between 21 and 30 saying they would undergo a cosmetic procedure on their vagina, compared to 18% of women over 40.

Commenting on the study, Christiana Clogg, founder of The Good Surgeon Guide has said,

"If a person is unhappy with their appearance than it really can be a hindrance on their confidence. Considering undergoing a cosmetic treatment is a personal decision, and time should be spent over it."

She continues,

"Society is becoming more acceptable of cosmetic surgery that is why I wasn't surprised that the research shows younger women are more susceptible to the idea of treatments such as a Libiaplasty."

\*\*\*ENDS\*\*\*

If you would like any more information, or to arrange an interview with Christiana Clogg please contact Charlotte Horsfall at 10 Yetis PR (<http://www.10yetis.co.uk>) Agency on 01452 348211 or email

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Link <http://www.goodsurgeonguide.co.uk>

Notes to editors:

Goodsurgeonguide.co.uk was launched in September 2009 and is the first website of its kind; users can visit the website to read or provide reviews and recommendations of cosmetic surgeons, cosmetic dentists, clinics and aesthetic treatment providers.

The Good Surgeon Guide should be the first port of call for anyone considering a cosmetic treatment or procedure, as it offers inside knowledge from people who have already had surgery and this is key in helping others make an informed choice about where to go and who to turn to for their procedure.