

vFIT PLUS BY JOYLUX

WITH TINA ALSTER, MD



In each edition, *Modern Aesthetics*® asks top physicians about about the newest devices in their practices. In this edition, **Tina Alster, MD**, founding director of the Washington

Institute of Dermatologic Laser Surgery and a clinical professor of dermatology at Georgetown University Medical Center in Washington, DC, discusses the **vFit Plus from Joylux**, an at-home device designed by an obstetrician/gynecologist for the improvement of intimate wellness. vFit Plus is classified as a wellness device and is unaffected by the recent FDA warning that energy-based vaginal “rejuvenation” devices may be associated with serious adverse events such as burning and scarring.

WHAT IS vFIT PLUS?

Tina Alster, MD: vFit Plus is the first at-home energy-based device designated by the FDA as a low-risk general wellness device for the improvement of intimate wellness and is sold exclusively through physicians’ offices. It uses a patented combination of photobiomodulation, thermal loading, and sonic technology to treat vaginal tissue. Thermal loading is at 40-42 degrees Celsius, encouraging the warming of vaginal tissue and enhancing blood flow to the treatment area. vFit Plus delivers 662nm red light at 21Joules/cm² energy density and 75-110Hz vibration.

HOW DOES vFIT PLUS COMPARE TO IN-OFFICE NON-INVASIVE VAGINAL REJUVENATION DEVICES?

Dr. Alster: The vFit Plus is often advocated as an adjunct to office-based procedures or as a stand-alone treatment. Women who have had prior professional treatments can use the vFit Plus as maintenance therapy, thereby improving their long-term treatment outcomes. The \$495 price point of vFit Plus is very reasonable and acceptable by most patients. The device can be combined (or bundled together) with in-office treatments, such as mommy makeovers.



IS THERE A PROTOCOL FOR HOW TO USE THE vFIT PLUS?

Dr. Alster: The device is accompanied by easy-to-follow instructions and is simple to use from the privacy of home. Photonic Gel (Joylux) infused with hyaluronic acid and aloe may be used to enhance the performance and comfort of vFit Plus. Sessions are recommended every other day and are initiated at six minutes. Session times may be increased depending on comfort. If the heat becomes too warm, the session can be terminated.

Studies have been conducted that advocate the use of the device three times/week for eight weeks (up to 10 minutes per session). Fully 95 percent of women noticed improved wellness, and 89 percent of women experienced increased sensation and confidence with this protocol. Our patients are excited to have an at-home alternative and adjunct to in-office treatments and have been eager to try vFit Plus. They report that it is easy to use and painless. My patients are seeing great results. Any woman who has gone through childbirth or menopause can potentially benefit from this innovative technology.

HOW DO YOU BRING UP THIS SENSITIVE SUBJECT WITH PATIENTS?

Dr. Alster: Women of all ages, including those who are postpartum or postmenopausal, present for treatment in our practice. Many have already heard about vaginal rejuvenation procedures in the media and from their circle of friends. They often ask us for our opinions and what options we recommend. We have a robust internal marketing program to keep patients informed about clinical research we are conducting, as well as new products and devices that are being added to the practice. We keep our website up to date and provide patients with specific information sheets and answers to frequently asked questions. This has helped us to open the door to the conversation and tailor options specifically to each patient. ■