

For Immediate Release

## **Dr. Steven Shu Establishes the Laser Vaginal Rejuvenation Institute® of Minnesota**

Minneapolis, MN, October 26, 2010 – Many female patients in Minnesota experiencing vaginal relaxation is that “sex isn’t the same”, these patients feel “loose” and have very little sensation. There is finally a new solution to tighten women’s vagina. Shu Cosmetic Surgery announced today the establishment of the Laser Vaginal Rejuvenation Institute of Minnesota. Dr. Steven Shu, medical director of Shu Cosmetic Surgery is an accredited Associate of the Laser Vaginal Rejuvenation Institute of America.

LVR® (Laser Vaginal Rejuvenation®) originally developed by Dr. David Matlock, is an outpatient surgical procedure that treats vaginal relaxation, a common condition caused by aging and childbirth. Over the last 12 years, LVR® has been successfully performed on thousands of women from every state in the US and more than 30 countries.

The LVR procedure, now being offered by Dr. Shu decreases the internal and external diameters of the vagina and effectively enhances vaginal muscle tone, strength and control, resulting in enhanced sexual gratification for a woman and her partner. This novel outpatient procedure is performed using a laser, making the treatment essentially bloodless, extremely safe, and providing rapid recovery time for the patient.

"We are very proud to add a number of aesthetic and surgical options for women that wish to reverse, correct, and enhance their feminine form and function," said Dr. Steven Shu, "We continue to offer the latest in technologies and procedures to our patients in our endeavor to exceed our patient's expectations. Our mission is to empower women with knowledge, choice and alternatives."

In addition to LVR, the Laser Vaginal Rejuvenation Institute of Minnesota offers DLV® (Designer Laser Vaginoplasty®). DLV is a group of cosmetic laser procedures which repair, enhance and beautify the genital structures. It includes Laser Reduction Labioplasty, Reduction of Excess prepuce, Laser Perineoplasty, Augmentation Labioplasty of the labia majora via autologous fat transfer, and Vulvar Liposculpturing.

### About Dr. Shu and Shu Cosmetic Surgery

Steven Shu, MD, MBA, is a cosmetic surgeon and an expert in office procedure in Minnesota. He has adopted many advanced cosmetic surgical techniques to achieve ideal results with more efficiency and safety. For more information on Shu Cosmetic Surgery, please visit the center's website at <http://www.shucosmeticsurgery.com> or <http://www.rejuvagino.com>.

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