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How to Add Vaginal Services to Your Spa Menu

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[Image: Getty Images]

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Vaginas are among the body's most delicate areas, but that doesn't mean this sensitive space should be ignored. Just as vaginal issues vary widely—from incontinence and lack of elasticity to ingrown hairs and pH imbalances—so do targeted treatments. "More and more women are learning about the importance of a healthy and happy vagina," reports Giovanni Scott, founder and CEO of Authentic [Yoni Love](#) in Haddon Township, New Jersey. Below, see how Scott and other spa owners across the country are helping clients pamper their privates.

The Yoni Vaginal Steam (45 min./\$90) was added to the service menu at Authentic Yoni Love 10 years ago, when Scott learned about the practice while studying in Thailand. Clients are draped in silk and given an abdominal massage, then don and insulated robe and sit with a portable sauna to allow the custom-blended, steaming pot of herbs to seep into their tissues. "I've received hundreds of positive messages from guests who tell me how the service enhanced their sex lives, and how it make them feel more alive and connected to the feminine energy," she reports.

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At [Yana Skin Care](#) in Houston, the Vajacial (45 min./\$89) is aimed at women who experience hyperpigmentation, ingrown hairs or irritation in their pubic area. The treatment involves a light cleanse and steam, followed by extractions and the application of a peptide- and antioxidant-infused mask, and then a pigmentation-lightening cream. "Thanks to the name, the service markets itself," reports Yaz Merchant, a partner at the facility. "Women see it on our menu, are curious about it, and often book the service right then and there!"

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Pasadena, California-located [RejuvaYou Medical Spa](#) offers ThermiVa (60 min./\$1,700-\$2,800), a nonsurgical radiofrequency (RF) treatment designed to improve the appearance of the labia and tighten the vaginal canal. "RF stimulates the collagen of the vaginal tissues and rebuilds elasticity," explains certified aesthetic consultant Floy Shieh, who notes that many women also report improvements in bladder control, natural moisture, pH balance, nerve function and sensitivity. "ThermiVa addresses vaginal issues that are prevalent in women but under-reported and not frequently discussed," she adds.

The founders of [Fuzz Wax Bar](#), a chain of waxing boutiques across Ontario and Quebec, Canada, created their Vajacial (25 min./\$50 CAD for nonmembers, \$40 CAD for members) as a result of the conversations their waxing specialists were having with clients. "Many women had concerns about ingrown hairs and folliculitis in between visits. We saw a demand and a great opportunity," explains cofounder Jessie Frampton. The Vajacial includes an exfoliating scrub, the lancing and treatment of ingrown hairs, an all-natural clay V-Mask, and the application of a soothing, emollient-rich moisturizer. "Clients tell us they've never experienced anything like this, and that it has made them realize that they need to take extra special care of this area," reports Frampton.

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