

For Immediate Release

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

Edina, MN, October 26, 2010 – Steven Shu, MD, MBA, Medical Director at Rejuvelaser Clinic announced today the establishment of the Laser Vaginal Rejuvenation Institute of Minnesota. Dr. Steven Shu is an accredited Associate of the Laser Vaginal Rejuvenation Institute of America and is the first board certified laser surgeon to offer Laser Vaginal Rejuvenation® in Minnesota.

LVR® (Laser Vaginal Rejuvenation®) originally developed by Dr. David Matlock, is a one-hour 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.

One of the most common complaints physicians receive from their female patients experiencing vaginal relaxation is that “sex isn’t the same”. Women say that they feel “loose” and have very little sensation. 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, Medical Director of Rejuvelaser Clinic. "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.

Dr. Shu is a cosmetic surgeon specializing in office cosmetic procedures. As the top proceduralist in the nation and a pioneer of “in office” cosmetic procedures, he performs over 2,000 medical and cosmetic procedures or surgeries yearly. Dr. Shu also is the first physician in Minnesota to perform Laser Vaginal Rejuvenation® and Designer Laser Vaginoplasty®.

Rejuvelaser Clinic is Minnesota's leading cosmetic care center, offering laser liposuction, Vaser Hi Def LipoSculpture, laser skin care, breast enhancement, blepharoplasty, face lift, tummy tuck, laser vaginal rejuvenation, vein care and injectables. All procedures and surgeries are performed in the procedure room in the Edina office.

For more information on Rejuvelaser Clinic, please visit the clinic's websites at <http://www.rejuvelaser.com>

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