



DR  NIKOS
—Cosmetic Gynecology—

Dr. Nikos Naoum



"I believe in enriching woman's life: All aesthetic gynecological procedures in a very personalized environment can improve several aspects of life for every female patient."

- **Specialised in cosmetic-plastic gynecology and cosmetic surgery**
 - **Founder & Medical Director *Ananeosi Medical Center* since 2011**
-
- President of the Greek Association of Cosmetic and Reconstructive Gynecology.
 - Accredited Surgeon in Cyprus
 - Senior Member of ESAG (European Society of Aesthetic Gynecology)
 - Senior Member Hellenic Cancer Society
 - Founding member in Hellenic Laparoscopy Association
 - Senior Member in Obstetrical and Gynaecological Society

Cosmetic Gynecology in Wellness Global Statistics

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017

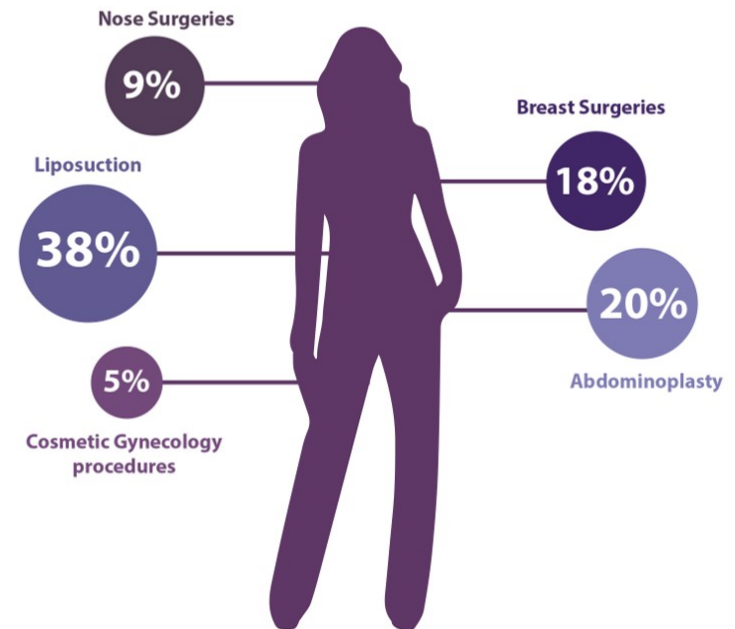


Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



Top 5 Cosmetic Surgical Procedures 2016 American Academy of Cosmetic Surgery Hospital



DR NIKOS NAOUM
Cosmetic Gynecology

Cosmetic
Gynecology
is becoming
mainstream

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Labiaplasty: Vaginal surgery 'world's fastest-growing cosmetic procedure', say plastic surgeons

wn.com

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Plastic surgery

Rise in lip reduction procedures and labiaplasty driven by pursuit of 'normal'

'White European beauty ideal' partly motivates women to seek out procedures, experts said, as breast augmentation is still the most popular cosmetic surgery

Mona Chalabi

@MonaChalabi

Wed 1 Mar 2017 19:00 GMT

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Aesthetic Gynecology is becoming mainstream

2016 Plastic Surgery Statistics Report



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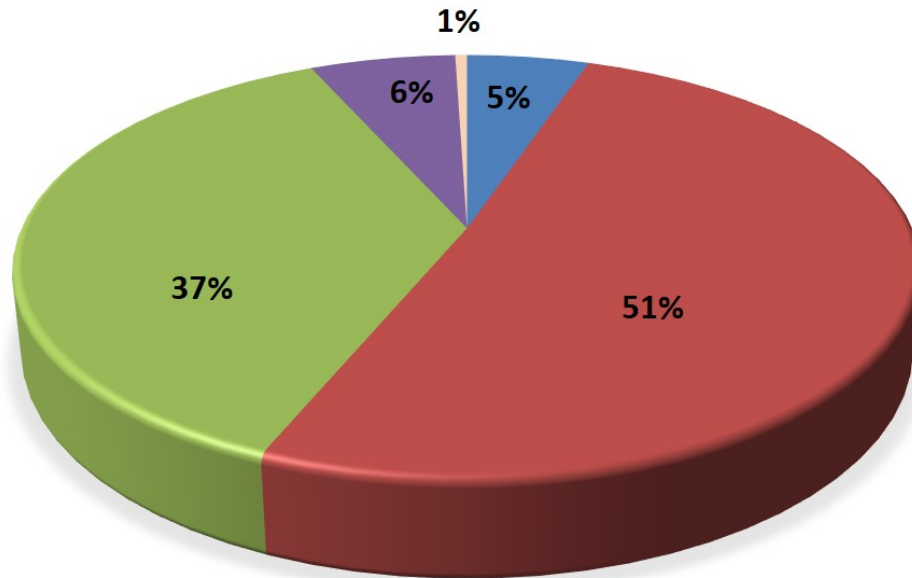
2016 Cosmetic Plastic Surgery Statistics
Cosmetic Procedure Trends

Top 5 procedures appear in bold.

COSMETIC SURGICAL PROCEDURES	2016	2015	2000	% CHANGE 2016 vs. 2015	% CHANGE 2016 vs. 2000
Breast augmentation (Augmentation mammoplasty)**	290,467	279,143	212,500	4%	37%
Breast implant removals (Augmentation patients only)	28,467	24,661	40,787	15%	-30%
Breast lift (Mastopexy)	101,264	99,614	52,836	2%	92%
Breast reduction (Aesthetic patients only)****	39,148	40,650	*	-4%	*
Breast reduction in men (Gynecomastia)	27,760	27,456	20,351	1%	36%
Buttock augmentation with fat grafting****	18,489	14,705	*	26%	*
Buttock implants****	2,999	2,540	*	18%	*
Buttock lift	4,251	4,767	1,356	-11%	213%
Calf augmentation****	419	514	*	-18%	*
Cheek implant (Malar augmentation)	13,197	12,668	10,427	4%	27%
Chin augmentation (Mentoplasty)	16,688	17,451	26,924	-4%	-38%
Dermabrasion	88,182	87,216	42,218	1%	109%
Ear surgery (Otoplasty)	23,709	22,714	36,295	4%	-35%
Eyelid surgery (Blepharoplasty)	209,020	203,934	327,514	2%	-36%
Facelift (Rhytidectomy)	131,106	125,711	133,856	4%	-2%
Full Facelift	97,110	96,727	*	0%	*
Mini Facelift	33,996	28,984	*	17%	*
Forehead lift	43,038	40,450	120,971	6%	-64%
Hair transplantation	16,784	15,610	44,694	8%	-62%
Labiaplasty ****†	12,666	9,138	*	39%	*
Buccinator reduction (other than injectable materials)	28,430	27,449	18,589	4%	53%
Lip reduction****	3,547	927	*	283%	*
Liposuction	235,237	222,051	354,015	6%	-34%
Lower body lift	11,299	8,431	207	34%	5358%

Labiaplasty Age Distribution

LABIAPLASTY PER AGE GROUP



■ 18 and Under ■ 19-34 ■ 35-50 ■ 51-64 ■ 65+

2016 Age Distribution for Cosmetic Procedures - **Surgical**



The top 8 surgical procedures in each age category are indicated in bold and with bold superscript letters.

	18 and Under		19-34		35-50		51-64		65+	
	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total
Surgical Procedure										
Breast Augmentation	3,140	1.0%	147,570^A	47.5%	121,152^B	39.0%	33,127	10.7%	5,455	1.8%
Breast Implant Removal (breast implant explantation)	132	0.3%	4,157	9.8%	18,547	43.0%	16,255	37.6%	4,091	9.5%
Breast Lift	1,121	0.7%	35,336	21.9%	80,769	50.0%	37,992	23.5%	6,194	3.8%
Breast Reduction (women)*	4,847^C	4.3%	30,661	27.3%	43,659	38.9%	27,357	24.4%	5,618	5.0%
Brow Lift	0	0.0%	735	2.2%	8,590	25.5%	17,005	60.5%	7,373	21.9%
Buttock Augmentation (implants and fat transfer)	339	1.6%	7,387	35.7%	10,107	48.9%	2,447	11.8%	393	1.9%
Buttock Lift	0	0.0%	1,796	26.2%	3,507	51.2%	1,375	20.1%	168	2.5%
Chin Augmentation	492	4.9%	3,501	35.0%	3,711	37.1%	1,678	16.8%	626	6.3%
Ear Surgery	11,821^A	32.3%	12,932	35.4%	6,499	17.8%	4,102	11.2%	1,192	3.3%
Eyelid Surgery	216	0.1%	5,386	3.1%	47,820	27.5%	80,851^D	46.5%	39,611^A	22.8%
Facelift	0	0.0%	563	0.5%	16,012	13.2%	66,728^C	65.2%	37,660^B	31.1%
Fat Transfer: Breast	254	1.0%	4,852	19.0%	11,548	45.1%	7,204	28.2%	1,727	6.8%
Fat Transfer: Buttocks**	66	0.3	6,651	35%	9,449	49.7%	2,392	12.6%	395	2.1%
Fat Transfer: Face	0	0.0%	3,049	5.4%	14,484	25.8%	26,908	48.0%	11,652	20.8%
Labiaplasty (excluding vaginal rejuvenation)	559	5.2%	5,504	51.1%	3,986	37.0%	670	6.2%	56	0.5%
Liposuction	3,045	0.7%	108,443^B	26.2%	196,395^A	47.4%	88,304^A	21.3%	18,159^C	4.4%
Lower Body Lift	0	0.0%	1,719	17.6%	5,265	53.8%	2,579	26.4%	215	2.2%
Male Breast Reduction (for the treatment of Gynecomastia)	2,265	7.2%	15,647	49.9%	9,750	31.1%	3,075	9.8%	630	2.0%
Neck Lift	0	0.0%	334	1.1%	5,893	19.9%	15,196	51.2%	8,262	27.8%
Nose Surgery	11,059^B	7.5%	71,007^C	47.9%	44,182	29.8%	18,561	12.5%	3,334	2.3%
Thigh Lift	0	0.0%	2,360	13.2%	9,690	54.2%	4,994	28.0%	824	4.6%
Tummy Tuck	420	0.2%	35,598	19.6%	97,131^D	53.5%	40,372	22.2%	8,018	4.4%
Upper Arm Lift	0	0.0%	2,210	9.0%	9,365	38.0%	9,891	40.2%	3,157	12.8%
Totals - Surgical Procedures	39,709	2.0%	500,746	25.3%	788,053	38.8%	506,671	25.6%	164,415	8.3%

*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.
Hair transplantation, Upper body lift, Polymethylmethacrylate, Cellulite treatment, and Treatment of leg veins were excluded from the results, due to an insufficient sample of responding physicians who perform those procedures.

Source: American Society for Aesthetic Plastic Surgery

Lets talk
about the
Intimate
Area...

After delivery the intimate area changes

What concerns do new mom have?

Naturally, after a woman has given birth, her vagina changes. It may feel enlarged or wider. It may also feel sore and even dry.

- ✓ Does the vagina remain the same after childbirth?
- ✓ Is it true that after delivery vagina becomes loose?
- ✓ What happens to my body after delivery?
- ✓ How do I tighten my vagina after childbirth?



Five Most Common Problems Faced by Women



Vaginal
Dysmorphia



Dyspareunia



Urinary Stress
Incontinence



Sexual
Dysfunction



Loose Vagina

Vaginal Dysmorphia



Dissatisfied with the appearance of their genitals, in particular their width, shape, and symmetry, prompting increased requests for surgery

Genital self-image refers to attitudes, feelings, and beliefs about one's sex organs that can influence sexual relationships

Positive genital self-image associated with sexual self-esteem

Dissatisfaction negatively influence sexual health in women

Most common procedures:

- ✓ Labiaplasty
- ✓ Labia Majora Correction
- ✓ Clitoris Hood Reduction
- ✓ Perineoplasty
- ✓ Vaginoplasty

Dyspareunia



Many women have painful intercourse (dyspareunia) at some point in their lives. Physical causes of painful intercourse differ, depending on whether the pain occurs at entry or with deep thrusting. Emotional factors might be associated with many types of painful intercourse.

Painful intercourse can occur for reasons that range from structural problems to psychological concerns.

Most common procedures:

- ✓ Labiaplasty
- ✓ Vaginal Lifting
- ✓ Perineoplasty

Urinary Stress Incontinence



Stress incontinence is much more common in women than men and develops when the pelvic floor muscles lose their strength. This is usually related to childbirths as well as other reasons

Careful examination and clinical assessment of the severity of urinary incontinence are necessary

Most common procedures:

- ✓ Vaginoplasty
- ✓ Vagitense™

Sexual Dysfunction



- Decrease in the hormone estrogen
- Poor vaginal lubrication and decreased genital
- Pain during intercourse is a common symptom

Clinical examination and identification of the severity and impact of the problem are necessary

Most common procedures:

- ✓ Vagitense™
- ✓ Vaginoplasty

Loose Vagina



Vaginal hyperlaxity is related to vaginal deliveries. During pregnancy, the collagen changes in response to placental hormones. We notice the reduction of the lubrication of the area.

For so many women, one of the most disruptive parts of vaginal laxity is sexual dysfunction in the form of inability to achieve orgasm

Most common procedures:

- ✓ Vaginoplasty
- ✓ Vagitense™

Solutions that Cosmetic Gynecology offers

One cut technique

- Labiaplasty
- Clitoral Hood reduction
- Perineoplasty
- Vaginoplasty

Invasive procedures

- Vaginal Lifting
- Vaginoplasty
- Perineoplasty

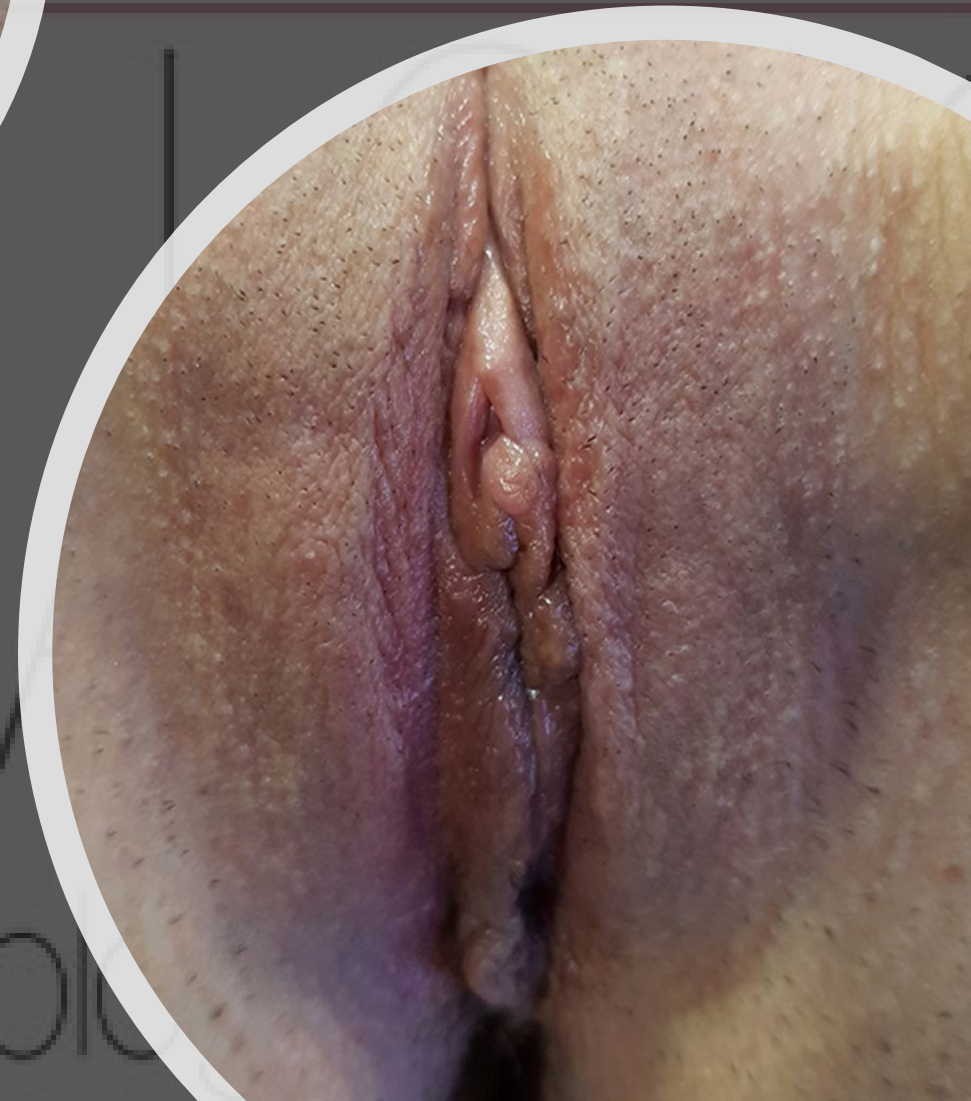
Non-Invasive procedures

- Vagitense™
- PRP (platelet rich plasma)
- Hyaluronic Acid (Labia minora & G-Spot)



One cut technique

One cut technique



Cosmetic Gynecology



VAGITENSE[®]

What's new

2in1

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NAOUM

VAGITENSE[®]

New technique

- Treatment protocol
- CO2 and HI-FU in one treatment
- 30 minutes session
- HI-FU always first ► SMAS
- CO2 follows

VAGITENSE[®] HI-FU

HI-FU uses

70%

of treatment time

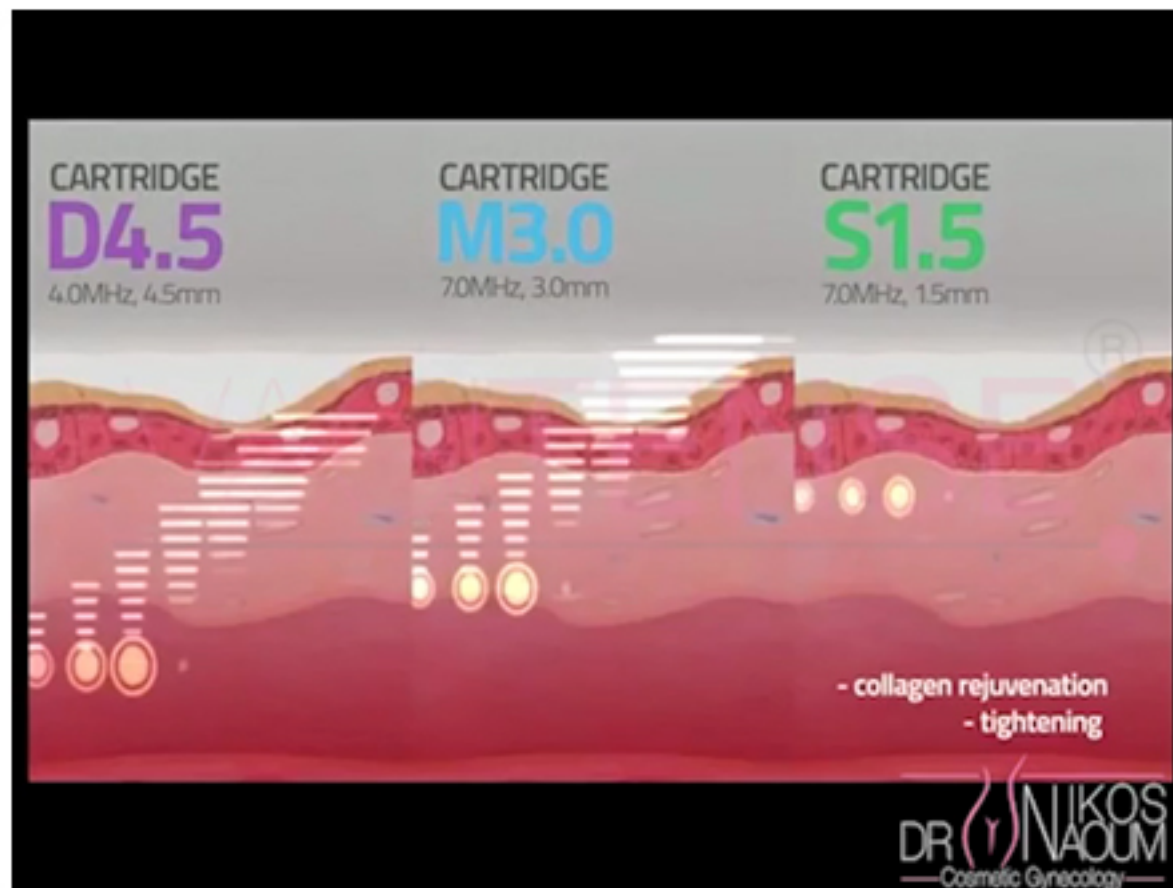
CO2 uses

30%

of treatment time

FOR

- Stress urinary incontinence
- Vaginal Prolapse
- Sexual dysfunction



VAGITENSE[®] CO2

CO2 uses

60%

of treatment time

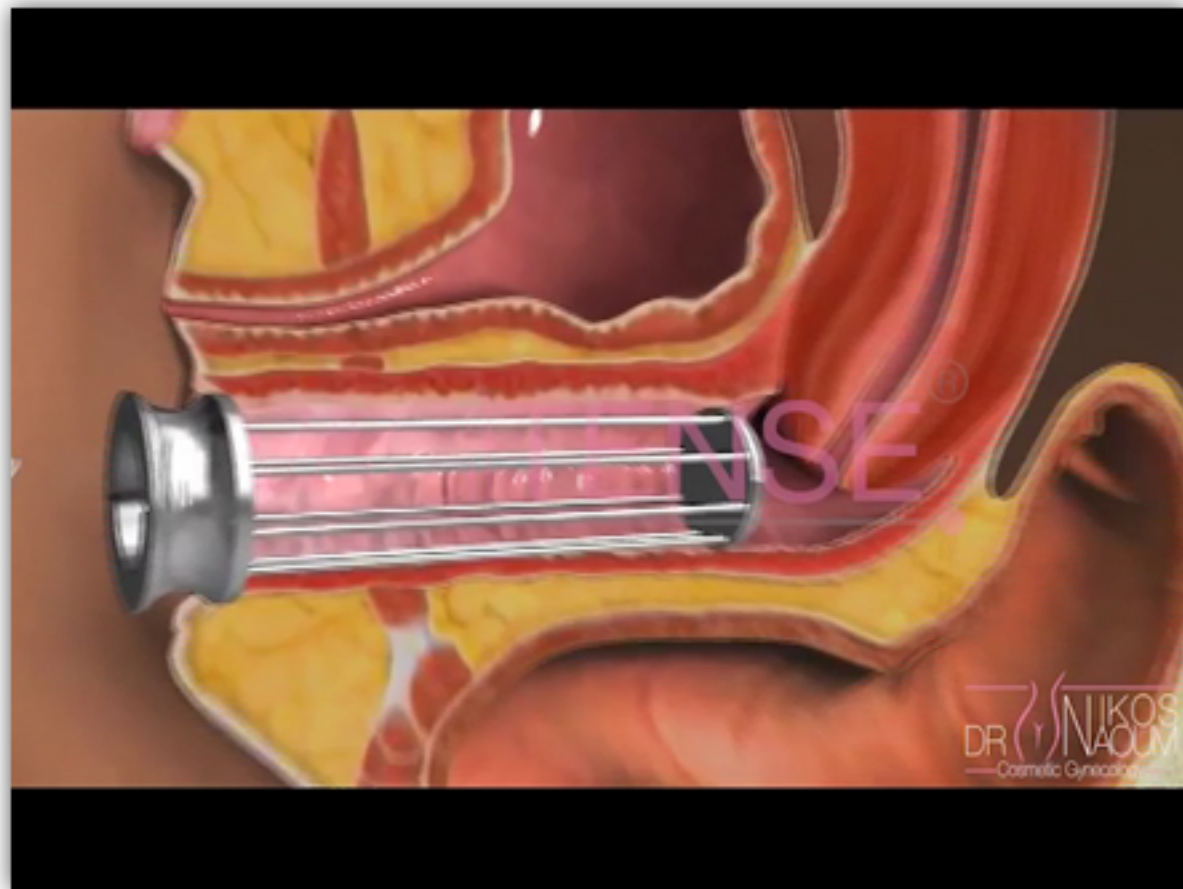
HI-FU uses

40%

of treatment time

FOR

- Vaginal Laxity
- Vaginal Atrophy
- Loss of lubrication
- Sexual dysfunction

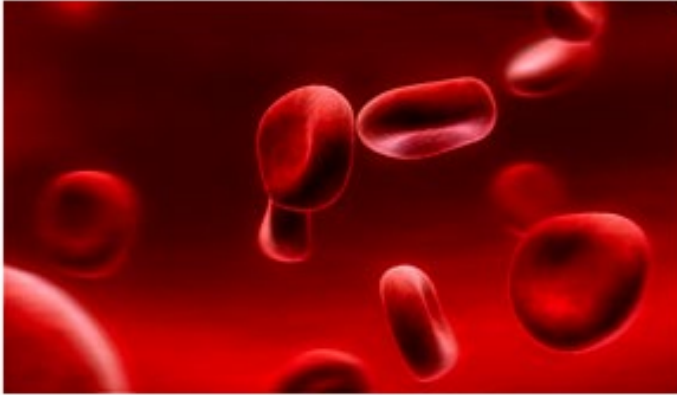


VAGITENSE[®]

Protocol

- Office procedure
 - No anaesthesia
 - Standard protocol
1. 3-4 treatment sessions, 4 weeks apart, for vaginal atrophy/laxity
 2. 4-6 treatment sessions, 4 weeks apart, for urinary stress incontinence and vaginal prolapse
 3. 1 memory session after 1 year

Why Vagitense™



NO.1 Repair



NO.2 Short of recovery time



NO.3 Short interval time



NO.4 No special care

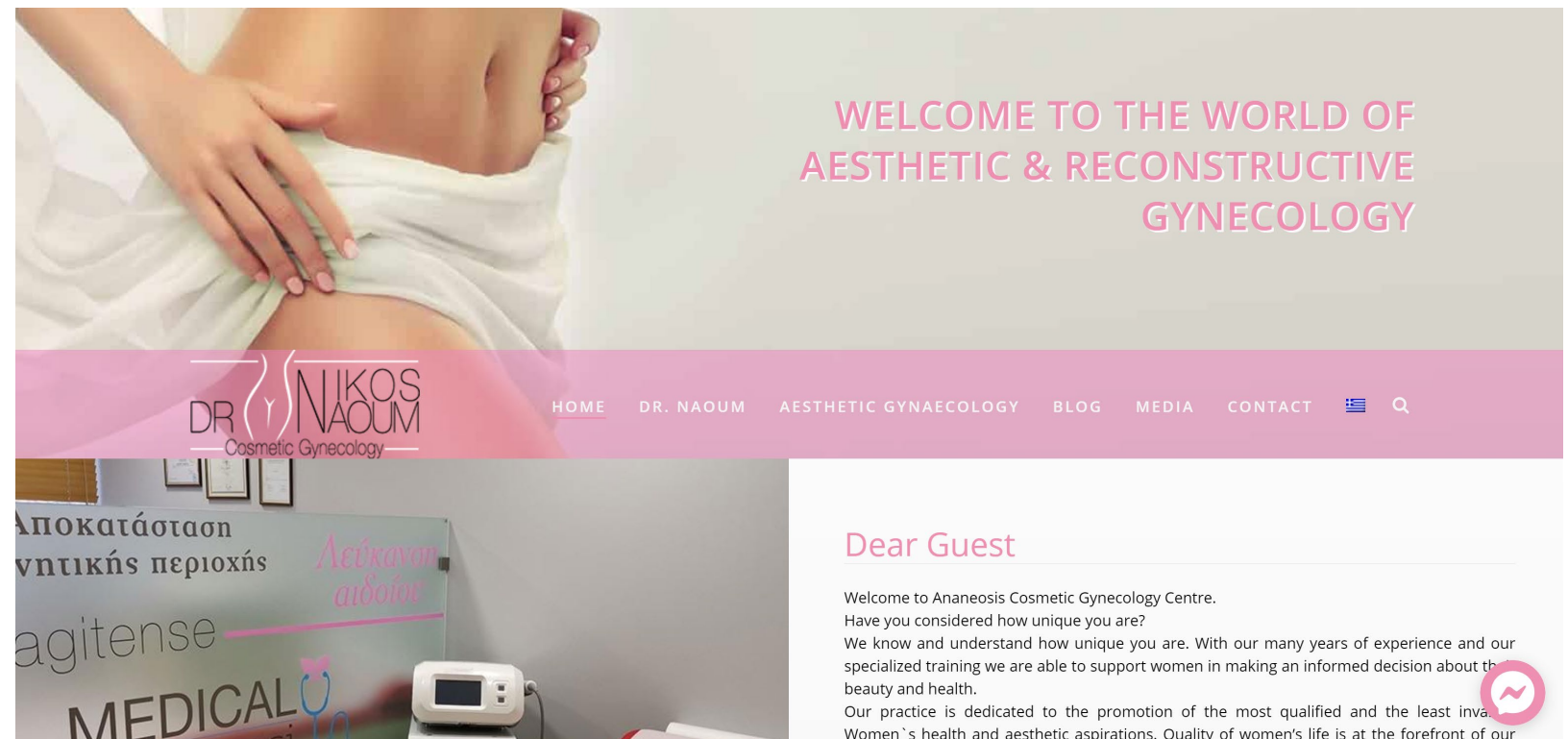
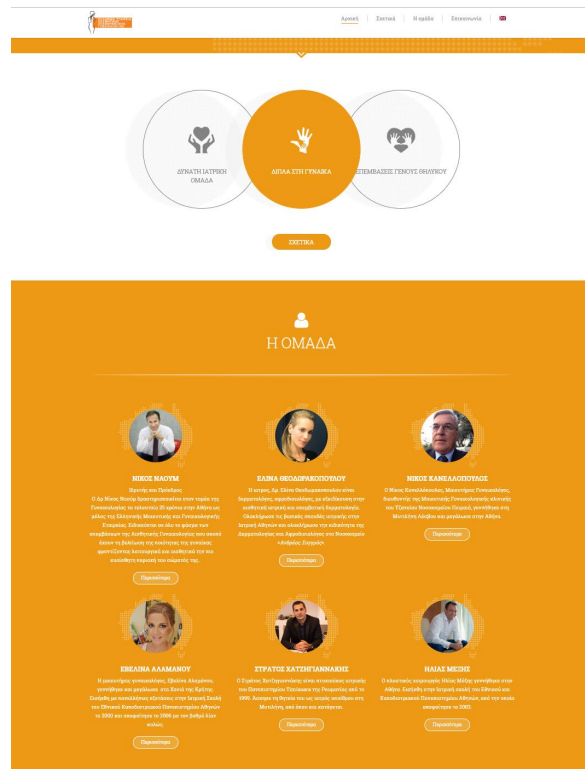
Patient Communication



Revamp of the Brand

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—Cosmetic Gynecology—



New Tools

And of course...

Patient Education

Doctor writes...



WHAT DOES "G" IN "G-SPOT" MEAN?

08/05/2019

"G" in G-Spot means "Gräfenberg", named after the famous gynecologist Dr. Ernst Gräfenberg, who gave it its name and also invented the first Ring [...]

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FEELING COMFORTABLE WEARING JEANS

22/04/2019

It's that awkward moment when you put on your leggings to hit the gym or take a walk. Or when you look yourself in the mirror and realize you [...]

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THE GREAT WALL OF VAGINA

17/04/2019

Women's genitals have always been a source of fascination, they have been celebrated during recent years, but they have also been the source of [...]

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FEEL LIKE A WOMAN AGAIN AFTER MOTHERHOOD

15/04/2019



ARE YOU FACING URINARY INCONTINENCE ?

15/04/2019



FEMALE URINARY INCONTINENCE

15/04/2019

Urinary incontinence is an issue for a

Robust Marketing Plan

Facebook page for Dr.Nikos Naoum (@nikosnaoum.gr).

Header: Dr.Nikos Naoum, Dimitris, Αρχική σελίδα, Δημιουργία, Ρυθμίσεις, Βοήθεια.

Navigation: Σελίδα, Εισερχόμενα 1, Manage Jobs, Ραντεβού, Ειδοποιήσεις 6, Στατιστικά, Περισσότερα.

Profile: Dr.Nikos Naoum, @nikosnaoum.gr, Αρχική σελίδα.

Post: INTERNATIONAL CERTIFICATION ISO 9001-27001. Image of Dr. Naoum sitting on a red chair.

Engagement: Σας αρέσει, Ακολουθείτε, Κοινοποίηση, Στείλτε μήνυμα.

Actions: Δημιουργία δημοσίευσης, Θέση εργασίας, Live, Εκδήλωση, Προσφορά.

Location: Γραφείο στην τοποθεσία: Αθήνα, Κλειστά τώρα.

Footer: Dr.Nikos Naoum, Ο Δρ Νίκος Ναούμ δραστηριοποιείται στον τομέα της Γυναικολογίας τα τελευταία 25 χρόνια.

Mobile app view of Dr.Nikos Naoum (@dr.nikosnaoum).

Header: dr.nikosnaoum, 91%, 15:20.

Profile: Dr.Nikos Naoum, Doctor, Gynecologist surgeon, Cosmetic & reconstructive gynecology specialist, www.drnikosnaoum.com/, Πύργος Αθηνών & Τσιμισκή 27 Θεσσαλονίκη, Athens, Greece, 11527.

Stats: 106 Posts, 1,257 Followers, 139 Following.

Engagement: Message, +23 more.

Categories: treasure, medicine.

Actions: Call, Email address.

Grid: Images of the clinic, a nurse, and a "Nurses Day 12 MAY" banner.



Speaker in National &
International Congresses



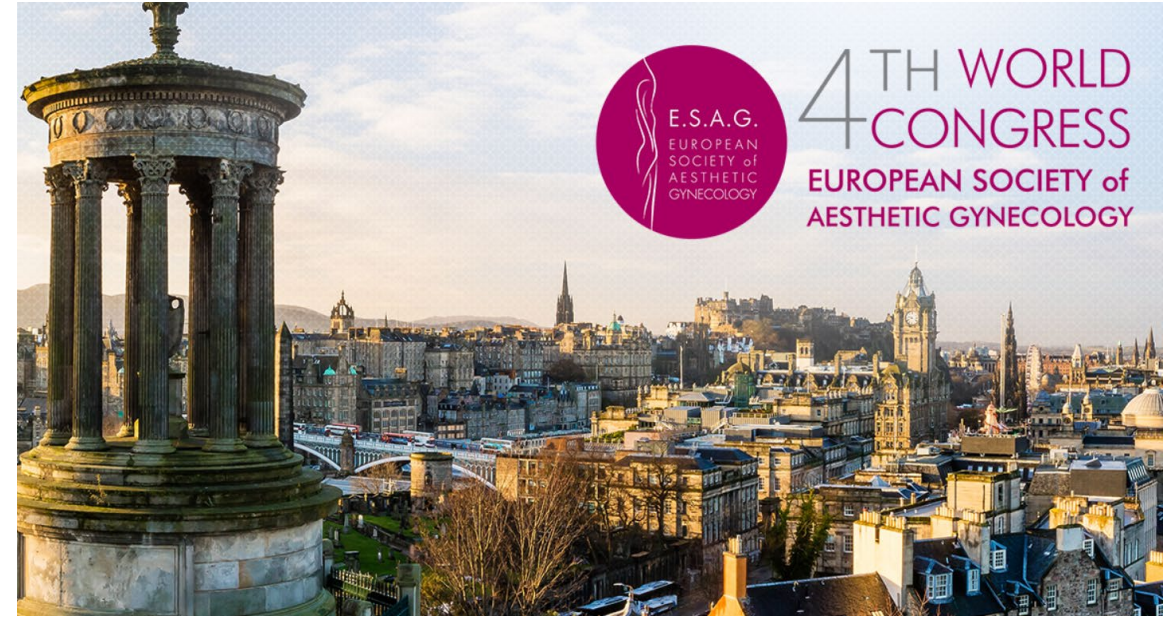
DR NIKOS
NAOUM
Cosmetic Gynecology

Speaker in National & International Congresses



DR. NICK NAOUM

“
IT IS A GREAT HONOR FOR ME TO BE OFFERED THE CHANCE TO PARTICIPATE AS A SPEAKER AT ESAG 4TH WORLD CONGRESS, THE BIGGEST EVENT OF THE YEAR ON AESTHETIC GYNECOLOGY. I AM SURE THAT PRESENTING THE TOPIC: "VAGINAL REJUVENATION WITH THE USE OF LASERS AND OTHER ENERGY-BASED, MEDICAL DEVICES" TO THE CRÈME DE LA CRÈME OF COSMETIC GYNCOLOGISTS WILL BE A UNIQUE EXPERIENCE AND I AM REALLY LOOKING FORWARD TO THAT DAY.
”



VAGITENSE™

The Next Generation in Vaginal Rejuvenation



DR NIKOS
NAOUM
Cosmetic Gynecology

One Cut Technique

Simultaneous combination of four surgical operations



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Aesthetic Gynecology



INTERNATIONAL CERTIFICATION

ISO

9001-27001

The only affiliated Aesthetic Gynecology clinic with ELITOUR for medical tourism in Greece

The Only ISO clinic

Thank you very much for your attention



Dr. Nikos Naoum

“

«We endeavor to improve the quality of life of our female patients by not only restoring their health, but also by having them informed all the time on the latest technologies available in the most ethical manner»

Dr. Nikolaos Naoum
Reconstructive and Aesthetic Gynecology
President of Greek Cosmetic Gynecology Society