

<http://timesofindia.indiatimes.com/Health--Science/Science/Genital-enhancement-is-the-latest-craze/articleshow/4242626.cms>

Genital enhancement is the latest craze

9 Mar 2009, 0021 hrs IST, AGENCIES

STUTTGART/WASHINGTON: Women are showing more interest in having their genital area surgically enhanced, according to the authors of an article in a medical journal on midwifery and gynaecology published in Stuttgart, southern Germany. And the other sex is not anywhere short in the race. Experts have come up with a magical gadget that claims to lengthen a man's sex organ by a third.

Cosmetic surgery to alter the labia is the third most sought-after operation after facial and breast augmentation surgeries, the authors, [psychologist](#)

Ada Borkenhagen and gynaecologist Heribert Kentenich, said.

As is the case in breast augmentation, the desired look is youthful. More precisely, the vulva should be completely covered by the labia. Thus, the most common cosmetic [surgery](#) among women seeking genital enhancement is the reduction of the labia — the folds of female external genitalia.

The surgery is meant to improve self-confidence and sex. It is even supposed to improve quality of life in general. But these claims are inadequately supported by studies, according to Borkenhagen und Kentenich. Complications cannot be ruled out.

And for men who think size does matter, the Andro-Penis, which extends penis size by a third, would come as a boon.

Experts from San Giovanni Battista [Hospital](#) at the University of Turin, Italy, suggest that the treatment could provide a viable alternative to surgery.

The independent clinical study published in the March issue of BJU International found that males who wore a penile extender every day for six months were able to increase the flaccid length of their penis by up to 32% and their erectile function by up to 36%.

The device comprises a plastic ring, two dynamic rods that produce the traction and a silicon band to hold the penis in place.