



LIFE-CHANGING
WOMEN'S WELLNESS



EMPOWER RF

INNOVATIVE FEMININE REJUVENATION

 NEW RIVER
Health & Wellness



SANAM CAMPBELL, MD

Dr. Campbell is a board certified OB/GYN and has been practicing in the New River Valley since 1997. One of the top providers in the area, Dr. Campbell received her undergraduate degree in biomedical engineering in 1989 from the University of Tennessee in Knoxville. That makes her a Volunteer fan. She then received her Doctor of Medicine from the University of Tennessee in Memphis in 1993. Her residency was completed in Obstetrics and Gynecology with the Carilion health system in Roanoke, VA. In addition to general GYN work, she also provides minimally invasive and robotic laparoscopic surgery. Her interests include empowering patients through education to be involved with their own care.

“My goal is to provide patients with a transformative experience that enhances their confidence, promotes self-care, and helps them achieve their desired aesthetic goals. With this cutting-edge technology, I empower my patients to feel their best and embrace a renewed sense of self.” – Dr. Campbell

On behalf of all our professionals and staff, we welcome you. Your health is our priority, and we are ready to create a customized plan just for you.

EMPOWERRF OFFERS SAFE AND EFFECTIVE TREATMENTS FOR WOMEN'S HEALTH AND WELLNESS

DO YOU SUFFER FROM?

- Vaginal Dryness (Vaginal Atrophy)
- Stress Urinary Incontinence (SUI)
- Urge Incontinence or Leaking
- Overactive Bladder or Urinary Frequency
- Interrupted Sleep from Multiple Trips to the Bathroom
- Painful Intercourse
- Chronic UTI
- Recurrent Vaginal Infections (Yeast or Bacterial)
- Lichen Sclerosus
- Vaginal Laxity
- Pelvic Floor Weakness
- Decreased Vaginal Sensation or Decreased Ability to Achieve Orgasm
- Vulvar or Vaginal Pain
- Episiotomy Pain
- Labial Laxity, Redundant or Crepey Vulvar Skin or Labia
- Displeasure or Lack of Confidence in Vaginal/Vulvar Appearance
- Fine lines and wrinkles, saggy skin, acne scars, unwanted scars

Did you check even one of the above?

If so, then you could be a candidate for EmpowerRF treatments. Read on to learn about this innovative technology that could make significant improvements and a real difference in your quality of life. Learn how we can customize a plan for you.



YOU'RE NOT ALONE—THE STATISTICS

Stress Urinary Incontinence (SUI) Statistics:

- Approximately 1 out of 3 women over the age of 45, and 1 out of every 2 women over the age of 65, have stress urinary incontinence.
- Urinary incontinence increases with age. Over half of women with SUI also have Overactive Bladder.

Overactive Bladder (OAB) Statistics:

- OAB affects an estimated 33 million people in the U.S. And half of these people are struggling with Urge Urinary Incontinence, when leakage actually occurs.
- Nocturia is quite common among women. Studies and surveys have found that 76% of women over the age of 40 report getting up to go to the bathroom at least once per night. About one-third of adults over the age of 30 make two or more nightly bathroom trips.
- Contrary to what many people think, overactive bladder is NOT a normal part of getting older, and isn't something you should think you have to live with. It's a real medical condition that deserves treatment.

Sexual Dysfunction Statistics:

- A recent study found that some form of female sexual dysfunction was reported in 58% of mothers one year after childbirth. The main complaints included insufficient lubrication, abnormal vaginal sensation, vaginal laxity, vaginal tightness, pain with intercourse and incontinence during intercourse.
- For 1 in 10 women, sex hurts—every time. A new study, which surveyed nearly 7,000 British women aged 16 to 74, found that women in their late 50s and early 60s were most likely to experience pain during sex, followed by women aged 16 to 24.

Sources: The National Association for Continence, Urology Care Foundation, US National Library of Medicine, DOI.org

EMPOWERING, LIFE-CHANGING THERAPIES FOR



A WORKOUT WARRIOR



A NEW MOMMY

EMPOWERRF CAN HELP.

Many women, different problems...ONE SOLUTION.



REKINDLING YOUR INTIMACY



DEALING WITH DRYNESS

WOMEN'S WELLNESS, REDEFINED

The EmpowerRF Experience.

The innovative EmpowerRF device—featuring seven different treatment options, all within one platform—is beneficial for essentially every woman! Safe and effective, EmpowerRF delivers life-changing technologies for women's wellness—treating a broad range of conditions such as urinary incontinence, vaginal dryness and pain, weak pelvic floor muscles, decreased sensation and so much more.

This state-of-the-art technology uses a combination of radiofrequency (RF) and electrical muscle stimulation (EMS) to help you regain your self-confidence and improve quality of life. Any woman with vaginal dryness, pain with intercourse, stress urinary incontinence, overactive bladder, vaginal laxity, chronic vaginal infections or lichen sclerosus is an excellent candidate for treatment. It can also benefit women desiring an aesthetic enhancement—replacing sagging or crepey skin with a more youthful, better-toned tissue.

It also offers improvement for women (and their partners) desiring a boost in sensation with intercourse. Our women's sexual health and wellness treatment options include:

- **VTone** - Better-than-Kegels muscle stimulation and pelvic floor strengthening. It's like doing thousands of Kegel exercises in one VTone session!
- **FormaV** - Overall vaginal rejuvenation and bladder control for mild to moderate symptoms.
- **Morpheus8V** - Ground breaking RF microneedling for overall support, bladder control and tightening for moderate symptoms.
- **O Shot** - A combination of PRP and RF microneedling, which improves clitoral sensitivity, responsiveness, and intimate pleasure.
- **AVIVA** - The scarless, nonsurgical labiaplasty for enhanced aesthetic, functionality and sensation.
- **HRT** - Hormone balancing with hormone replacement therapy and vaginal creams. Helps make the most of your EmpowerRF results.
- **Morpheus8 and Morpheus8 body** -Used on any areas that can benefit from resurfacing and subdermal renewal.

EmpowerRF patients are some of the happiest patients in our gynecology practice! Often, they have had to know every bathroom location and wear a pad when going out. After Empower RF treatments they have better bladder control, and they get a better night's sleep with less waking up to rush to the bathroom. For some women, who have not been able to have sex for years due to pain and dryness, EmpowerRF can result in better sensation and comfort with intercourse.

Minimally Invasive ✓ **Minimal To No Downtime** ✓ **Finally Feeling Relief** ✓
Who could ask for more? Call to learn more today!

Our vaginal health and women's wellness expert, Dr. Sanam Campbell, can be contacted at 540-605-7566 for a consultation for a customized plan.

Minimally Invasive

No Downtime

Short Treatment Time

Customized For You

Improvement After Just One Treatment

Multiple Treatment Options

Why wait and suffer any longer?



WHAT IS VTONE?

Urinary incontinence is very common among women, particularly those who have experienced childbirth or pregnancy and women who are perimenopausal or in menopause. VTone is specifically designed to strengthen the muscles associated with incontinence and is FDA-cleared to improve all types of urinary incontinence including stress urinary incontinence, urge incontinence, overflow incontinence and function incontinence.

VTone utilizes electromagnetic energy to deliver thousands of supramaximal pelvic floor muscle contractions in a single session. These contractions re-educate the muscles of incontinent patients. This gentle, effective treatment series rehabilitates a woman's pelvic floor muscles to improve the overall quality of life.

VTone is a painless treatment that requires no anesthesia. It has no downtime or recovery period and uses no injections, medication or incisions.

The treatment:

- Tightens vaginal tissues
- Strengthens Kegel muscles
- Restores vaginal muscle tone
- Increases vaginal sensitivity
- Reduces urinary concerns
- Improves sexual pleasure
- Improves appearance of lax opening after childbirth



KEY BENEFITS OF VTONE

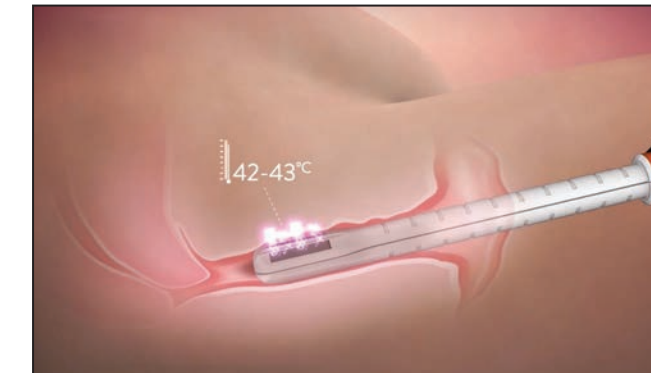
- Highly effective, non-invasive procedure administered in-office to strengthen weak pelvic floor muscles and improve urinary incontinence symptoms
- The two-sided tip inserts quickly and comfortably into the vaginal canal
- Boosts patient confidence and quality of life without surgery or prolonged downtime
- Strengthening and support you can feel

WHAT IS FORMAV?

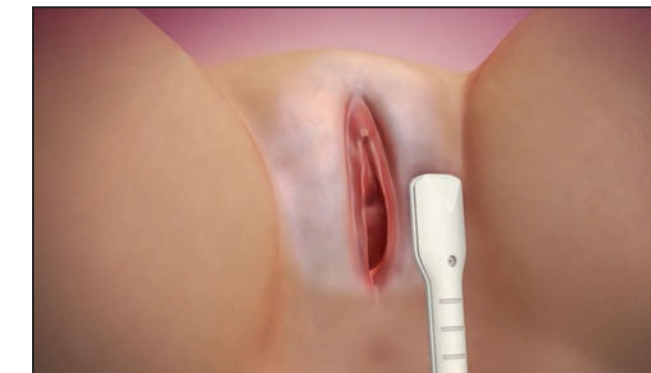
FormaV is a safe and effective treatment option to help resolve complaints like dryness, itching, laxity, and urinary incontinence. FormaV delivers radiofrequency energy into the tissue with a gentle sweeping motion throughout the vagina and the vulva. This procedure safely and effectively heats the tissue which increases blood flow, collagen and elastin throughout the treated area. It feels like a warm stone massage that leaves the vaginal tissue refreshed.

By heating the tissue, FormaV markedly relieves irritating vaginal and vulvar dryness and painful intercourse. Through increasing collagen, FormaV leads to better support to the bladder and urethra which helps relieve stress urinary incontinence. This increase in tissue strength also improves the overall appearance of the vagina and vulva after childbirth and aging. By having less laxity, sensation is improved and enhances the ability to enjoy intercourse and orgasms again. Additionally, by improving the surface tissue of the vaginal canal the overall vaginal pH improves, which decreases chronic UTIs, and recurrent bacterial and yeast infections. With all these improvements, FormaV clearly has a high patient satisfaction!

There is minimal preparation and downtime for FormaV and the treatment differs by patient. Patient plans include various combinations of the EmpowerRF platform. Our experienced providers will create a custom plan that targets your specific issues.



The FormaV device tip will be inserted into the vagina, where a warm sensation will be felt as the probe delivers radiofrequency comfortably.



Externally and internally, FormaV treats the vagina, vulva, clitoris and labia by enhancing the skin's structure and stimulating collagen.

Treatment:
15-30 minutes each
3 treatments recommended



KEY BENEFITS OF FORMAV

- Quick results with continued improvements over time with an annual maintenance treatment
- Treats: vaginal dryness, loose or stretched tissue, "sandy" feeling vagina, pain with intercourse, stress incontinence, thinning of internal and external vaginal membranes and decreased vaginal sensitivity
- Is it worth it? 94% of women on RealSelf say, "Yes!" It's been awarded THE MOST WORTH IT treatment. There is no downtime and minimal discomfort

WHAT IS MORPHEUS8V?

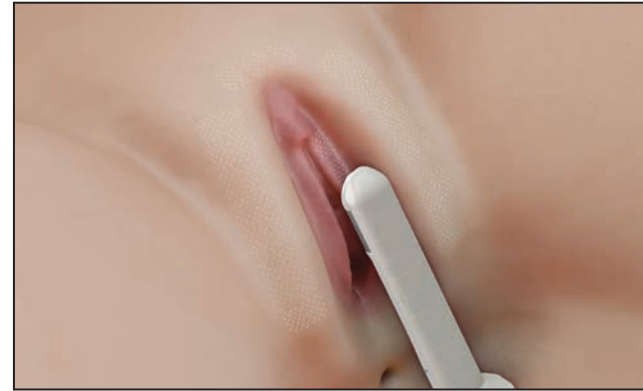
A Game Changer in Non-surgical Feminine Rejuvenation

Morpheus8V is a revolutionary non-surgical radiofrequency procedure performed in-office that delivers pulses of energy deep into the vaginal and vulvar tissue. Morpheus8V treats deep beneath the surface, improving the collagen and elastin production and increasing the strength and thickness of feminine tissue. This leads to more support, lubrication, and elasticity of the vagina and vulva.

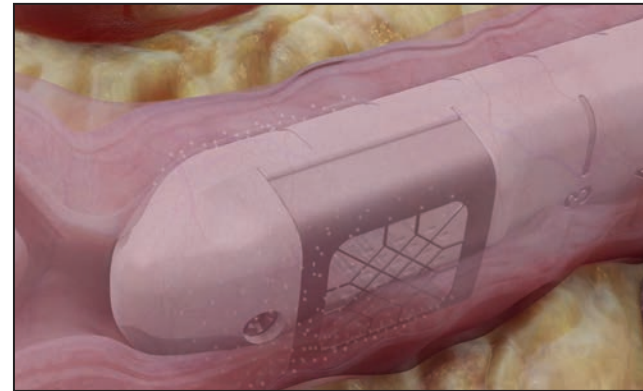
Morpheus8V helps resolve stress urinary incontinence, AND urge incontinence making it the first device that can markedly improve the symptoms of mixed incontinence. Studies performed around the world show proven benefits for more than 90% of treated women.

This state of the art technology provides significant results for patients suffering from vaginal atrophy, stress urinary incontinence, urge incontinence, vaginal laxity, and crepey and loose vulvar appearance. We are also seeing patients report improvement in lichen sclerosus, interstitial cystitis symptoms and vulvodynia.

Morpheus8V can be paired with FormaV or VTone to optimize your outcomes, as well as exosomes or creams to accelerate healing. Our providers will help you choose the custom regimen that fits your needs.



Morpheus8V is a series of three quick 10-minute monthly treatments. Microneedling delivers targeted and precise treatment.



The Morpheus8V probe is inserted intravaginally to deliver controlled pulses of energy that tighten soft tissue and stimulate the production of elastin and collagen.

KEY BENEFITS OF MORPHEUS8V

- It is the only “all-in-one” treatment reported to improve: Urinary Leaking, Overactive Bladder, Sexual Enjoyment/Responsiveness, and Vaginal Atrophy/Dryness
- Comfortable and safe in-office treatment with minimal downtime
- Long lasting results that are easily maintained with an annual treatment
- Improves patient confidence and quality of life without surgery or prolonged downtime
- Decreases chronic vaginal infections and UTIs

WHAT IS AVIVA?

Aviva is life changing for women who are self-conscious, unhappy with the way their genital area appears or have pain with intercourse due to laxity. The two main reasons for having this procedure are discomfort and aesthetics. Many women feel discomfort or irritation when wearing tight clothing, having sexual relations, playing sports or even just exercising. Other women just want a better or more youthful genital appearance. Many women are born with large or irregular labia, while others develop this condition after childbirth or with aging. Traditionally, labiaplasty surgery is performed under general anesthesia in a hospital and requires cutting away excess tissue, stitches, several days of recovery, post surgical care and a lengthy break from sexual activity.

On the other hand, the Aviva procedure dramatically reduces recovery time, uses a local anesthetic and requires no stitches. It's easy, safe, requires minimal downtime and gives women back peace of mind about their genital appearance.

What is the technology behind Aviva? A safe and effective treatment, Aviva is different because it uses Radio-Frequency Assisted Lipolysis (RFAL) to address some of the shortcomings associated with traditional surgical labiaplasty. Our team uses energy both internally and externally which tightens skin layers as it removes unwanted bulky tissue resulting in a more youthful, tighter appearance.

Before Aviva, there really weren't any other non-surgical solutions that could dramatically reduce the size of the labia. Performed under local anesthesia, Aviva permanently extracts unwanted thickness through pinpoint introduction sites and then tightens and shrinks the tissue using the power of radiofrequency. Because tissue is immediately eliminated, it is a true form of reduction and most patients are back at work without restriction immediately. The results are permanent, and patients usually only require one treatment per area. Aviva improves over a period of a few months and the full extent of results take up to 3-6 weeks to become visible.

KEY BENEFITS OF AVIVA

- Non-surgical alternative to traditional labiaplasty
- No stitches, scarring or lengthy downtime
- Tightens the labia minora, labia majora, clitoral hood and mons pubis
- Improves clitoral stimulation
- Tightens the vaginal opening for improved sensation with intercourse



WHAT IS MORPHEUS8?

Morpheus8 & Morpheus8 Body are fractional skin treatments that stimulate collagen production of the underlying layers of the dermis. By targeting the deeper layers of the skin, tissues of the face and body can be remodeled to reveal a more radiant and youthful appearance. It is minimally invasive, using a matrix of micro pins to renew the deeper layers of the skin with almost no patient downtime.

What areas can be treated? Morpheus8 can be used on any areas that can benefit from resurfacing and subdermal renewal. Morpheus8 treatment areas include the face and periorbital area. Morpheus8 Body is a deeper treatment geared towards firming loose, sagging, and aging skin. It can improve dimpling, crepey skin texture and all of our other nightmare skin issues that we face as we age or lose weight, especially in the abdomen, thighs, legs, and buttocks.

How many sessions are recommended? Our practitioners will recommend the optimal number of sessions to be performed based on your personal objectives. Treatment times and frequency will be specifically tailored to obtain the optimal results.

How quickly will I see results? Visible results can be seen within a few days, but typically after three weeks the most noticeable results appear. Improvements continue up to three months after treatment.

What kind of post procedure care is required? Patients should moisturize the treatment area and avoid direct sun exposure. It is also recommended that patients use a broad-spectrum sunscreen every day. In addition to reducing the risk of skin cancer, sunscreens also slow the aging process. Since patient downtime is minimal, makeup can be applied 2 days after the treatment.



KEY BENEFITS OF MORPHEUS8

- Improves overall appearance of the skin
- Improves the appearance of scarring, including acne scars, hidradenitis scars and surgical scars
- Diminishes fine lines and wrinkles
- Lifts and tightens loose skin and fades stretch marks



A STEP-BY-STEP GUIDE

BEFORE TREATMENT

You'll come in for a confidential consultation with one of our vaginal rejuvenation experts to assess the symptoms you're experiencing and develop a customized plan to improve your intimacy, bladder control and additional vaginal concerns.

DAY OF TREATMENT

Most treatments need very little preparation, have no downtime, and can be performed on the same day. On the day of treatment, please arrive 10-15 minutes early to fill out any necessary paperwork.

Allow approximately 45 minutes for VTone, 30 minutes for FormaV and 60 minutes for Morpheus8V. If Morpheus8V is recommended, topical anesthetic is applied to make the treatment completely tolerable. It's safe for you to drive yourself to and from all of your treatments.

AFTER TREATMENT

There are very few or no restrictions for most EmpowerRF treatments. With Morpheus8V we recommend avoiding intercourse, pelvic exams, and tampons for 2-3 days and keep the area moist.

Most patients will note results after the first treatment and continued improvement after the complete series of treatments. To maintain optimal results, annual maintenance treatments are highly recommended.

Disclaimer: The information in this brochure is for informational purposes only and is not intended to be a substitute for professional medical advice, diagnosis or treatment. Always seek the advice of your physician or another qualified healthcare provider with any questions you may have regarding any medical condition. Do not disregard professional medical advice or delay in seeking it because of something you have read in this brochure.

Sanam Campbell, MD



FEEL FREE TO EXERCISE AGAIN!



FEEL FREE TO PLAY AGAIN!



FEEL FREE TO LAUGH AGAIN!



ASK US IF
EMPOWER RF
IS RIGHT FOR YOU

 NEW RIVER
Health & Wellness

540-605-7566 | WWW.NEWRIVERWOMENSHEALTH.COM

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