COSMETIC UROLOGY

IS THE TIME RIGHT FOR A NEW SUBSPECIALTY?
PLASTIC SURGERY

“Subspecialty of surgery that deals with the reconstruction of malfunctioning, damaged or destroyed body parts; in particular those associated with skin and skin appendages”

COSMETIC SURGERY

“The subspecialty of plastic surgery that deals with the reshaping of skin and organs for purely cosmetic or aesthetic reasons”
With the money spent on cosmetics in the US we can:

- Wipe out the national debt
- Fund social security for 100 years
- Provide universal health care at no cost to the entire population
- End hunger in the African continent

**IT IS A LOT OF MONEY!**

- Cosmetic Surgery is a trillion dollar business.
- Dr 90210 is one of the most popular shows in US TV
Specialties that have successful cosmetic surgery programs:

- Plastic surgery
- Ophtalmology
- ENT
- Maxilofacial Surgery
- Dentistry
- Dermatology
- Orthopaedics
- GYN
- Endocrinology

Cosmetic Procedures in Urology

- Hypospadias repair
- Intersex surgery
- Gender reassignment
- Subcapsular orchiectomy
- Circumcision (the Playgirl Syndrome)
- Peyrones Surgery
- Penile implants
- Penile enlargement
What procedures are available?

- Penile lengthening, Does it work?
  - 1-suspensory ligament release with or without wedge implant.
  - 2-ventral phaloplasty (Carrion Procedure)
  - 3-penile traction (FastSize.com)
- Foreskin reconstruction

Cosmetic Urology, cont.

- Penile thickening/enhancement
- Glandular reshaping and resurfacing
- Testicular augmentation
- Adult hypospadias
- Scrotoplasty
- Labioplasty?
- Hymenoplasty?
- Vaginal rejuvenation?
- The G-shot?
Pre-Op
Ventral Phalloplasty

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Ventral Phalloplasty
Ventral Phalloplasty-Exposure

Ventral Phalloplasty
Is the time right for Cosmetic Urology as a subspecialty?

- It is happening whether we like it or not
- There is an enormous demand for it
- The necessary skills are already taught in our training programs
- Procedures are evolving rapidly
- Urology needs to evolve rapidly
- If we don’t do it, Someone else will!

If the time is right, should academic urology embrace it?

- We need to weed out snake oil vendors
- We need to put some science into it
- We need to prepare residents to cope with the new realities of Urology

The financial remuneration is considerable!
What is happening now?

- ISSWSH is committed to explore this field.
- J of Sexual Medicine publishes illustrations of related surgical procedures
- SMS will consider a workgroup to explore this topic in December

Will Cosmetic Urology become a reality?

- Industry is poised to pounce on this new frontier
- Financial pressures will make it attractive
- Public acceptance is here!
- “We can do it, we can make it stronger, we can make it better”
“THE FUTURE IS HERE YESTERDAY! WE IGNORE IT AT OUR PERIL!”

R Perez at “The Green Iguana,
Tampa 2007"