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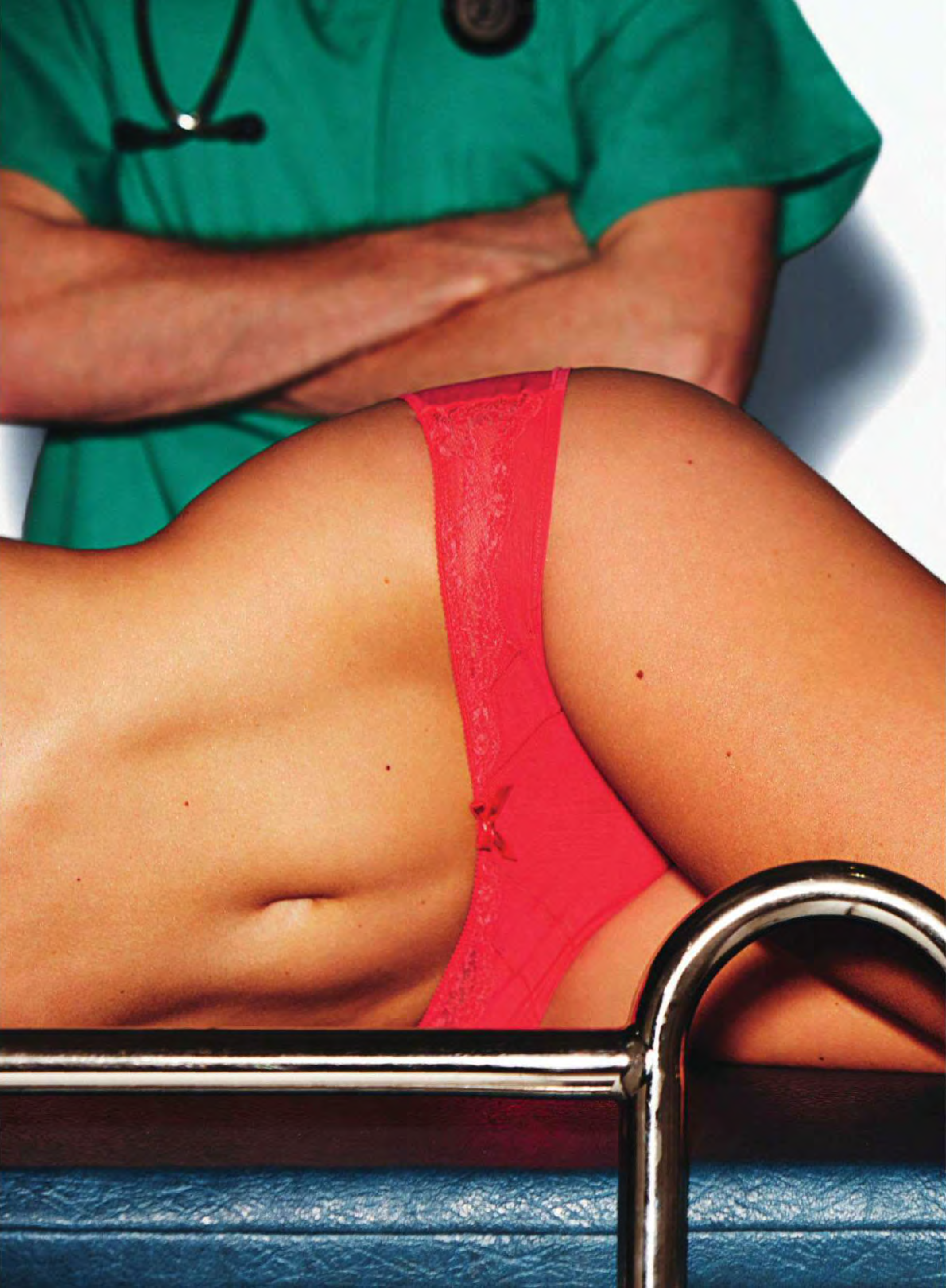
THE PORN REPORT

What effect does it really have on men?

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Could surgery give you an Oscar-winning Orgasm?

When *Cosmo* heard that a voucher for an 'orgasm injection' was handed out in this year's Oscars goodie bags, we *had* to investigate...

Think of the best orgasm you've ever had. Now imagine a sensation so powerful and pleasurable it makes that pale into insignificance – and then experiencing it multiple times during every sexual encounter. That's the prospect supposedly offered by a groundbreaking treatment causing a storm in the States: the O-Shot. Plasma from a woman's own blood is injected into her clitoris and vagina, resulting in what its creator promises will be increased levels of desire, and stronger, more frequent and more mind-blowing orgasms.

The buzz around the £1,000 procedure was ramped up to fever pitch when it was revealed to be among gifts in the swag bags given to celebrities attending this year's Oscars. But what's the science behind it, and could it really transform the sex lives of millions of women?

Move over G spot

The O-Shot's inventor is Dr Charles Runels. This Alabama doctor is also responsible for creating the Vampire Facelift, which involves plasma being injected into the face to 'rejuvenate' skin – a treatment made famous when Kim Kardashian had it done on TV.

Dr Runels was inspired by the multitude of treatments available to treat men's sexual problems, including Viagra and other drugs, and the glaring lack of equivalents for women, despite the fact that reports suggest one in 10 women will never have an orgasm.

He told *Cosmo*, "Far more women – of all ages – struggle with pain during sex, or the inability to orgasm, than we think. A lot feel ashamed and don't want to talk about it, so it's hugely under-reported.

"The O-Shot was developed to help those women and, in more than 90% of cases so far, they've reported a very noticeable improvement. But we've also found that in women who function 'normally', there's an increase in arousal, and orgasms are more intense and easy to achieve. Some women have had the

best sex of their lives as a result. It's like a recreational drug, except it's healthy."

Despite scepticism from some experts, women who have had the shot seem to agree. "It intensifies every part of the crescendo towards an orgasm, then the orgasm itself is absolutely off-the-chart crazy," says Caroline Adams, 34, a nurse.

Dr Runels came up with the idea in 2011 during a conversation with his then girlfriend, who'd had plasma injected into her face and breasts by him. "She begged me to inject it into her vagina to see if it would rejuvenate the tissue there too," he says. "She'd had children and wanted to be tighter. I thought it could work, so I agreed."

He took blood from her arm and separated out the platelet-rich plasma used to treat burns victims and injured athletes because of its ability to accelerate recovery. After using a numbing cream, he injected it into her clitoris and the area of her vagina he calls the O spot. It's close to the

G spot, the area on the roof of the vagina, but the O spot is nearer to the opening, right on what Dr Runels calls the 'female prostate'.

"It's the spot where what are called the Skene's glands are located – which, when stimulated, can produce female ejaculation," he explains.

The next day, he says, his girlfriend called him to tell him she couldn't stop masturbating and was having incredible orgasms. "I was puzzled, because I'd expected any improvement to be seen in three weeks, when the stem cells begin to grow new tissue," he says. He realised the instant effects were caused by the increase in the size of the O spot because of the injection.

After a week, the hyper-sexuality went away. And, he says, after three weeks, "The tissue started to regenerate. Sex felt tighter for both of us and she found it much easier to have vaginal orgasms."

After that experience, Dr Runels was convinced plasma could cause increased

blood flow and tissue rejuvenation in the vagina and clitoris. He began offering the procedure to patients and training other doctors to carry it out.

Orgasm as you walk



Of the estimated 15,000 women who have had the O-Shot, many had suffered pain or decreased sensation during sex due to childbirth or the menopause, but others were young and child-free. One is Danielle Gautier, 29 (above) – Dr Runels' director of operations – who has undergone the procedure four times in training sessions for other doctors. The shots are supposed to last up to 18 months but, according to its inventor, there are no ill-effects from having them more often.

"People might think I'm exaggerating because I work for Dr Runels, but I'm delighted to be able to talk about a procedure that could help women all over the world," says Danielle.

The first time she had the shot was August 2013. She says that, contrary to what we might imagine, it isn't painful. After numbing cream is applied, a teaspoon-sized amount of plasma is injected into the vagina, and one-fifth of a teaspoon into the

clitoris. "I didn't even feel the injection in my vagina," she says. "There was a small stinging sensation with the one in my clitoris, but nothing bad."

Danielle felt no difference for almost a month. "I thought it hadn't worked, but suddenly, like a light switch being flicked on, sex with the guy I was seeing completely changed. I'd had orgasms on my own, but never during intercourse. I used to tense up during sex, which made me embarrassed, so sometimes I'd fake it. After the shot, suddenly I was having orgasms multiple times and ejaculating too. It was unbelievable."

The second time she had it, she says, "I had an orgasm walking down the hallway afterwards. After a week of

Is tighter better for you?

Some critics of the O-Shot claim it was created by a man to make vaginas tighter, for men's benefit. Dr Runels denies this: "Increased tightness feels good for men and women. There's more friction and stimulation for the vagina's most sensitive parts, leading to more orgasms for her." Vaginal muscles can loosen as we age and after childbirth, but most young women have no need to worry about being tight enough: the folded muscle tissue is very elastic. It's designed to stretch to accommodate a penis when aroused, then return to its pre-stretched state.

Even novelty knickers
couldn't weaken their
orgasmic ardour

Sex^{etc.}

feeling turned on all the time, it calmed down but my orgasms got stronger."

While Danielle's enthusiasm could be put down to loyalty to her boss, the testimony of Caroline, who has no link to him, is remarkably similar. She was given the shot by Dr Runels after hearing about it from a friend who'd had the Vampire Facelift. "I'm married with two kids," she says, "and, although I had a healthy sex life, I was intrigued."

In the days after the shot, Caroline says she felt no great urge to have sex – but, when she did, it was like nothing she'd experienced. "As soon as my husband and I started kissing, I felt incredibly turned on, and I had a vaginal orgasm for the first time in my life," she recalls. "I've been having at least two or three orgasms every time we've had sex, both clitoral and vaginal, and they've been intensely powerful. People keep commenting that I look really well, and it's because all the sex has made me feel more attractive and confident. I definitely have a glow."

Just a shot in the dark?

There are, however, sceptics who see the O-Shot as an expensive gimmick. Laura Berman, author of *Loving Sex: The Book Of Joy And Passion*, says, "It feels like they're taking advantage of a valid longing millions of women have and stating a claim that hasn't been supported in any substantial way other than through anecdotal reports."

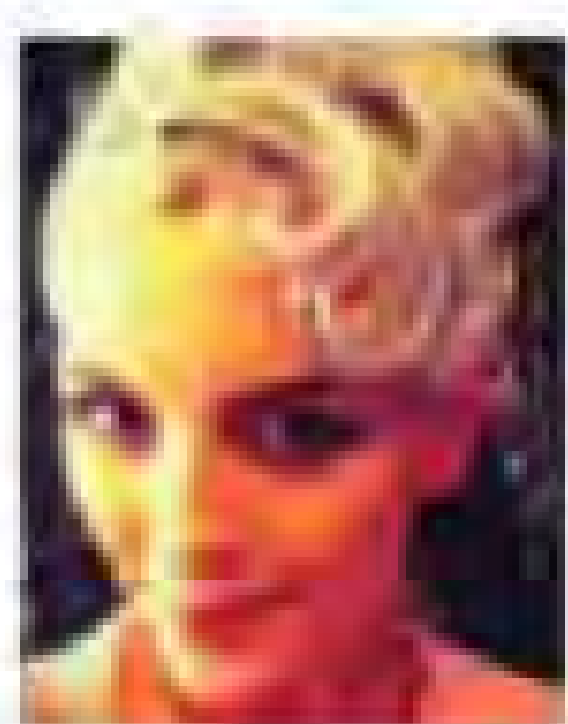
The O-Shot is undergoing clinical trials, and Dr Runels hopes the results will prove its benefits and safety. No serious side effects have yet been reported, which he attributes to the use of patients' blood rather than any drug.

Dr Runels owns the trademark for the procedure in Britain and Europe, but there are, as yet, no doctors here trained to carry it out. However, he says, "I can imagine a time, perhaps in the next decade, when it will be commonplace for women to have plasma shots to maintain their vaginal tissue, in the same way we treat wrinkles on the face."

Only time will tell whether the O-Shot will prove to be the answer to millions of women's prayers, as its creator claims – or turn out to be just too good to be true. ♦



Get a stronger **Orgasm** – NO JAB NECESSARY



Ali Fox, sex expert and Durex

spokeswoman, says: "The O-Shot seems like a very expensive and extreme way to get effects that can be achieved using far cheaper and much less invasive techniques."

So before you try to book a place in

the queue for a jab, try her tips for a better climax:

1 For an instant, temporary way to experience extra tightness of the vagina, try a tightening gel like Intimate Organics Embrace Tightening Pleasure Gel, £16.99. Apply a 10-pence-sized blob of gel inside your vagina half an hour before

sex, then enjoy the plumping effects on the vaginal walls.

2 For a more permanent way of achieving that tightness and scoring more intense orgasms, strengthen the pelvic floor with Luna Beads by Lelo.com. They're safe and easy-to-

clean weighted globes that you insert into your vagina. Then you hold them there to train and tone your pelvic fibres.

3 Try a tube of lube. Adding lubricant almost always gives an enhanced sensation, plus it's likely to make you relax and let your natural juices flow.