

allure

THE BEAUTY EXPERT

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Privates Affairs

Suddenly there seems to be a niche market for putting the va-va-voom back into your va-jay-jay, with specialized treatments and products designed to tighten and firm the region. We asked Margaret Polaneczky, associate professor of obstetrics and gynecology at Weill Cornell Medical Center in New York City, to give us the lowdown.

—DANIELLE PERGAMENT

- **Pk24 Feminine Esteem Natural 24 Hour Tightening Cream**, an aloe- and glycerin-enriched moisturizer that claims to “reduce the interior dimensions of the vagina and temporarily return it to a more ‘youthful’ state,” according to the company.