



I'LL SHOW YOU MINE Supporting Statistics & Research

- Since 2005, Google has reported a “Breakout” increase (more than 5000%) for numerous search terms and phrases related to female genital cosmetic surgery, including “labia surgery”, “labiaplasty”, “vaginal rejuvenation”, and “vaginal surgery cost”. Note that each one of these terms (plus more not listed here) independently increased by more than 5000%.
- Since 2005, Google has reported a “Breakout” increase (more than 5000%) for numerous searches related to the notion of a normal vulva, including “normal labia minora”, “normal labia pictures”, “normal labia size”, “normal vagina size”, and “normal vulva”. Note that each one of these terms (plus more not listed here) independently increased by more than 5000%.
- In 2008 the medical group Surgicare (UK) saw a threefold increase in labiaplasty over the previous year, and inquiries rose seven fold in three years. Most women asking for the surgery were in their late teens or early 20s, though as young as 10 or 11. In almost all cases, requests came from women with completely normal vulvas, but seeking more “attractive” genitals. (Round UP, Reproductive Health Matters, 2010)
- In a content analysis of recent issues of popular men’s magazines, women’s genitals were found to resemble a Barbie doll’s - round, smooth, no visible labia minora and little if any pubic hair. (Schick, 2010)
- Up to 89% of women did not report perceiving their genitals to be attractive, sexy, or beautiful. (Schick, 2010)
- Young women’s genital perceptions were significantly related to their gynecological care perceptions and intentions. (Meaning: if a woman has negative perceptions about her genitals she is less likely to seek gynecological care.) (Schick, 2010)
- Only 1 in 10 women think there is no shame in having discussions about female genitalia.*
- More than half (57%) of women think their genitals are an improper size.*
- Only half of women have ever performed a self-exam of their genitals, and one quarter have not looked at their vulva in a year or longer.*
- Almost half (47%) of women believe the vagina is the body part they know the least about.* (*Vagina Dialogues, The Association of Reproductive Health Professionals, 2003)*
<http://www.arhp.org/publications-and-resources/studies-and-surveys/vagina-dialogues>
- While multiple studies have found wide variation in labial length and color (Howarth et al., 2010; Lloyd et al., 2005), a recent survey of Playboy Magazine found labia minora visible in just 7% of the photographs, and only a single picture (of a total of 185) depicted the inner labia as a color other than pink or light red. (Schick et al., 2010).
- Cesarean deliveries are at an all-time high, and the link to genital changes has been hypothesized. (Zielinski, 2009)
- Among the top five questions asked to popular sex educators is “Is my vagina normal?”
http://www.scarleteen.com/article/advice/giveem_some_lip_labia_that_clearly_aint_minor



References

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