

GINZA AYUMI CLINIC

GINZA AYUMI CLINIC specializes in gynecology and female genital cosmetic surgery. It is the only clinic in Japan that is authorized by the Ministry of Health, Labour and Welfare to perform anti-aging procedures on female genitalia using regenerative medicine technologies. We help to improve the appearance of female genitalia that have changed with age. I believe there is no limit to the power of women and their capacity. One smile leads to the smiles of the people around her, creating a ripple effect and those ripples eventually expand across the world. I provide women with care that makes them happier. I am determined to nationally and internationally lead the field of cross-disciplinary care that includes obstetrics, gynecology, and cosmetic surgery.

Providing cross-disciplinary care including obstetrics, gynecology, and cosmetic surgery to help women around the world smile

The mission of GINZA AYUMI CLINIC is to improve issues surrounding female genitalia using cutting-edge medical technologies, and to make people aware of the technologies we use, both nationally and internationally. Unlike Western countries, to date, people in Japan have not shown much interest in the issues surrounding female genitalia. Nevertheless, a new era of femtech has finally arrived in Japan this year. The femtech market is expected to grow globally and eventually reach a few trillion yen. Major corporations in Japan, including Uniqlo, have entered the market. Some people believe the femtech field will increase Japan's GDP, which has continued to decline every year, and save our country. The great majority of appearance-enhancing and anti-aging procedures for female genitalia are not covered by health insurance. My role is to take the baton from frontline doctors and help women appear radiant. When one woman smiles, everyone in her family and the community feels happier. Smiles are a universal language that has the power to shape the future.

I actively participate in social media to increase the sexual literacy of Japanese women. For example, I ask YouTube viewers about their sexual concerns they must find difficult to ask others openly, and give them answers. I do this to spread correct information about sex. Unfortunately, sex education in Japan is far behind that of western countries. Poor education means that young women have not had an opportunity to acquire comprehensive sexual knowledge. Coupled with a general tendency for women to be more passive biologically when it comes to sex, the situation has unwittingly made them vulnerable. Gullible women with no comprehensive sexual knowledge are more likely to be exposed to dangers and may even be sexually assaulted. If women are able to understand their gender and genitalia correctly, they will start seeing themselves from a different perspective. They will also be able to see themselves as precious and start appreciating themselves. Greater awareness reduces the chances that they will be sexually assaulted.

Japanese people are often bound by stereotypes, and initially, some people were vehemently opposed to my activities on YouTube. They could not approve of a doctor who used social media. I refused to listen to them and have continued to raise awareness, because I believe it is my mission to help vulnerable women escape dangerous situations.

I entered the field of female genital cosmetic surgery after gaining experience as an obstetrician/gynecologist. When I was an obstetrician/gynecologist, I was working in a ward that admitted patients with terminal cancer. One day, I bought lipstick for one female patient and applied it on her lips, which brightened her complexion immediately. A pale lifeless appearance was replaced

with radiance that reminded me of the sun. The moment I witnessed a woman rejuvenated by the power of beauty made me discover my mission: Help women appear radiant with the power of medicine. The field of female genital cosmetic surgery is still limited in Japan. A lack of extensive experience as an obstetrician/gynecologist means many surgeons working in this field resort to half measures during surgery, which lead to problems. I hope to change the current situation of female genital cosmetic surgery. This is why I recruit doctors who agree with my ideas and train them to be my successors who can correctly perform the necessary procedures. Wherever they are in Japan, patients should be able to access regenerative medicine and genital care, which can make them

appear more radiant, without traveling far from home, as well as follow-up care. That's the environment I want to create. Using Japan's cutting-edge medical technologies that are greatly trusted by people around the world, I hope to support women who have concerns about their genitalia, which they must find hard to ask others about openly. I also help improve the appearance of female genitalia that have changed with age so that they can feel confident about themselves again. A new era of female genital cosmetic surgery has just begun in Japan. We will face many obstacles ahead. I am determined to overcome them and put all of my effort into becoming a trailblazer. I also want to make people around the world aware of my beliefs and the technologies that I employ.





NEXT ERA

LEADER'S AWARD

