



WOMEN'S FASHION SPRING 2008

[BACK TO CURRENT ISSUE](#)



[THE WORDS](#) [THE IMAGES](#) [THE GOODS](#) [THE REMIX](#) [THE VIDEOS](#) [THE ARCHIVE](#)



ANTERIOR MOTIVES | SUSAN CAMPOS

1 2 3 4 NEXT



ESTATE OF ERWIN BLUMENFELD/ART+COMMERCE.

Anterior Motives

SUSAN CAMPOS GOES WHERE NO INJECTIBLE HAS GONE BEFORE.

On a recent Friday morning in Los Angeles, a handful of eager women sat on sofas in the Sunset Boulevard offices of Dr. David Matlock noshing on bagels and cream cheese. Dr. Matlock, who made his name performing liposuction and then transplanting the fat to create a "Brazilian butt augmentation," and who later went on to have a role on the reality show "Dr. 90210," patiently explained the ins and outs of the injectible procedure of the moment, one that he claims to have invented and that makes Botox seem so five wrinkles ago.

As the 47-year-old physician joked of his gathering, "It's different than a Botox party in that it's the other end of the spectrum."

[BLOG: THE MOMENT](#) | [Joys from Brazil \(March 18, 2008, 12:48 PM\)](#) [The High Low | Nine West Boots, \\$149.99 \(March 18, 2008, 10:27 AM\)](#)

[NYTIMES.COM](#) [CONTACT US](#) [MEDIA KIT](#) [PRIVACY POLICY](#) © 2008 THE NEW YORK TIMES COMPANY [SIGN UP FOR UP TO THE MOMENT](#)

The New York Times **Style** Magazine



WOMEN'S FASHION SPRING 2008 [BACK TO CURRENT ISSUE](#)

[THE WORDS](#) [THE IMAGES](#) [THE GOODS](#) [THE REMIX](#) [THE VIDEOS](#) [THE ARCHIVE](#)

ANTERIOR MOTIVES | SUSAN CAMPOS

[PREVIOUS](#) [1](#) [2](#) [3](#) [4](#) [NEXT](#)

Ain't that the truth. You see, the good doctor was explaining how he injects a dose of human collagen about the size of a quarter into a woman's G spot — that hotly contested holy grail of female orgasm — in order to temporarily enlarge it and make it easier to find.

The idea that women may have the erogenous equivalent of the male prostate near the front wall of their vagina has stimulated debate ever since Ernst Gräfenberg made the suggestion in 1944. "The point is not whether the G spot exists or not," says Dr. Stuart H. Kaplan, a Beverly Hills dermatologist who regularly injects fillers into various parts of the body. "I worry women could be wasting money, since there is no independent study to prove this even works."

Unfazed by controversy, Dr. Matlock, who is also a guru in the field of laser vaginoplasty, is a difficult appointment to book. Patients wait as long as six months to see him, and pay \$1,850 for the privilege. "Some people may say that is a lot to pay for a G Shot," he says. "I say that is a small price to pay for such a bundle of joy."

(Others apparently agree. His G Shot kits, which come equipped with an instructional video, are now sold in 25 countries; the walls of his otherwise stark practice feature framed articles from publications around the world that scream, "I Paid \$10,000 for a Designer Vagina" and "I Became a Born-Again Virgin for My Husband.")

On the day of my visit, Dr. Matlock held up a plastic pelvic model



[BLOG: THE MOMENT](#) 18, 2008, 12:48 PM) [The High Low | Nine West Boots, \\$149.99 \(March 18, 2008, 10:27 AM\)](#)

[NYTIMES.COM](#) [CONTACT US](#) [MEDIA KIT](#) [PRIVACY POLICY](#) © 2008 THE NEW YORK TIMES COMPANY [SIGN UP FOR UP TO THE MOMENT](#)

The New York Times *Style Magazine*



WOMEN'S FASHION SPRING 2008

[BACK TO CURRENT ISSUE](#)

[THE WORDS](#) [THE IMAGES](#) [THE GOODS](#) [THE REMIX](#) [THE VIDEOS](#) [THE ARCHIVE](#)



ANTERIOR MOTIVES | SUSAN CAMPOS

[PREVIOUS](#) [1](#) [2](#) [3](#) [4](#) [NEXT](#)

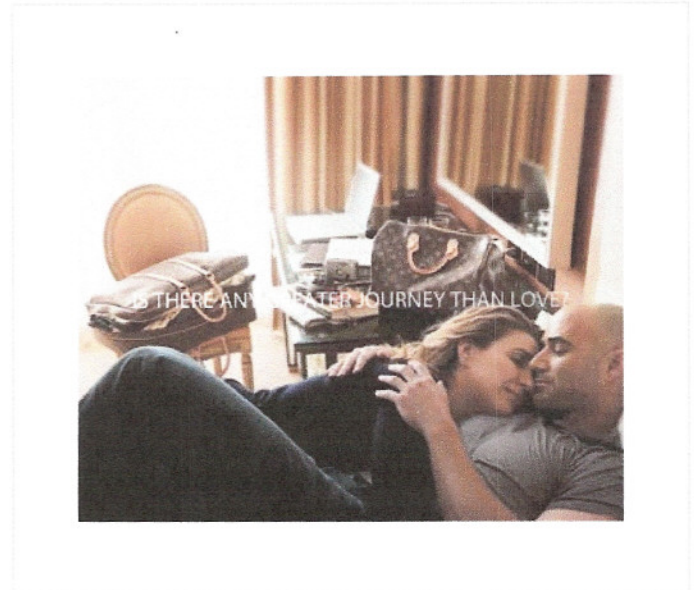
and discussed how to find the G spot as casually as he might have talked about injecting Botox into the forehead. He was funny yet at the same time direct and matter-of-fact. "Before we get into the exam room," he explained, "you need to find your G spot so we are absolutely sure of the location."

"Last time it was right-on," declared Violet Estrada, a 36-year-old brunette with the body of a Playboy Playmate, who received her first G Shot four months ago. "Instead of one orgasm, I now have two or three. I haven't even told my boyfriend, but he likes what's happening."

Another patient, who preferred to use the pseudonym Charlotte ("I can't give my real name, or my family would have kittens"), added, "It can be very stimulating." Charlotte was the first of Dr. Matlock's patients to get the G Shot, nearly three years ago. Since the body absorbs collagen, she faithfully returns about every four months, just like a recurring Restylane appointment.

After a little while, Charlotte was ushered into a small examination room to get her seventh such injection. Armed with a specially designed G-spot speculum, lidocaine and human collagen, Dr. Matlock walked in, saying to the nurse that "she always gets a double dose" before he began the procedure.

Charlotte continued casually chatting, as if she were sitting at a



[BLOG: THE MOMENT](#) [RICAN EX-](#) / Screening | Brady Bcs' Episode 6, 2008:50 AM For the Moment | The Food and Fashion Event of the Year (March 19,

[NYTIMES.COM](#) [CONTACT US](#) [MEDIA KIT](#) [PRIVACY POLICY](#) © 2008 THE NEW YORK TIMES COMPANY [SIGN UP FOR UP TO THE MOMENT](#)

The New York Times *Style Magazine*



WOMEN'S FASHION SPRING 2008

[BACK TO CURRENT ISSUE](#)

SEARCH



[THE WORDS](#)

[THE IMAGES](#)

[THE GOODS](#)

[THE REMIX](#)

[THE VIDEOS](#)

[THE ARCHIVE](#)



ANTERIOR MOTIVES | SUSAN CAMPOS

[PREVIOUS](#) 1 2 3 4



ESTATE OF ERWIN BLUMENFELD/ART+COMMERCE

dinner party rather than lying on an exam table. Soon after she uttered the words, "It's pretty painless," she yelped, "Ouch!" Dr. Matlock looked up. "I just shot in the lidocaine," he said, referring to the numbing agent. She replied, "I just wasn't expecting that little prick."

He took out a three-and-a-half-inch needle and put 2.5 cubic centimeters of collagen (the normal dose is 1.5) into her G spot. The entire procedure was over in 15 minutes. "I remember the first time I got it," Charlotte recalled with a slight smile. "I was sitting down and driving. I was like, 'Oh, my.' It was intense." Before leaving the room, the doctor told her, "You can have sex in four hours."

As for Dr. Matlock, the self-styled feminist is hoping to turn the G Shot into the next Viagra. "Why shouldn't women have the same options as men?" Uh, because it hurts? ■

[BLOG: THE MOMENT](#)

FD BY MIXPRES

New Screenbet in 'T Talks' Episode 4 (March 20, 2008, 9:50 AM)

For the Moment | The Fashion

[NYTIMES.COM](#) [CONTACT US](#) [MEDIA KIT](#) [PRIVACY POLICY](#) © 2008 THE NEW YORK TIMES COMPANY [SIGN UP FOR UP TO THE MOMENT](#)

The New York Times **Style** Magazine