

INNOVATING WOMEN'S WELLNESS

DR. PREETHY KORAH'S BOLD STEP IN COSMETIC GYNAECOLOGY

Dr. Preethy Korah Perumalil does not follow trends—she sets them. Director of Vimala Healthcare and the London Cosmetic Gynaecology Centre in Ettumanoor, she stands as a pathbreaker in cosmetic gynaecology—the first to introduce cutting-edge energy-based device like Jett Plasma to Kerala and redefining intimate wellness for women. After over twelve years of medical practice in the UK and India, she returned to her roots to take over Vimala Hospital, founded in 1977 by her parents, Dr. P. K. Korah and Dr. Aleyamma Korah. Under her visionary leadership, the hospital has evolved into a NABH-accredited institution, blending legacy with innovation. Four

years later, she was joined by her husband, Dr. Jeevan Joseph—an accomplished, UK-trained endocrinologist—who established Jeevan's Diabetes and Endocrine Centre, now a premier super speciality institution for all diabetes, thyroid, and hormonal disorders, further elevating the clinical excellence of the healthcare ecosystem they built together. In recognition of her pioneering contributions and entrepreneurial spirit, the Indian Medical Association of Kerala honoured her with the Women Entrepreneur Award in 2024.

Dr. Preethy's professional story is one of vision supported by expertise. With an MBBS from Kasturba Medical College, Mangalore, and a postgraduate degree from Sri Ramachandra Medical College, Chennai, she proceeded to do advanced training in the United Kingdom, where she obtained the MRCOG and worked in the NHS for more than a decade. Her return to India was driven by a purpose—to bridge the gap between international advancements and the realities of women's healthcare at home.

Her skills in this new area are unmatched in the state. She completed specialized training from Prof. Navneet Magon, Dean of the Indian College of Cosmetic Gynaecology, and was the first gynaecologist in Kerala to be certified as MICCG (Membership of the Indian College of Cosmetic Gynaecology). Giving her profound technical know-how and precise procedural skill, she also holds a Diploma and Master's in Cosmetic Gynaecology.

In July 2024, Dr. Preethy opened the London Cosmetic Gynaecology Centre, a specialist centre launched under Vimala Healthcare LLP. It is a landmark in the medical history of the state: it is the first in Kerala to provide non-surgical, day-case treatment for symptoms such as urinary incontinence, vaginal laxity, recurrent pelvic infection, and vaginal dryness—issues that profoundly affect women's quality of life, but are too frequently underreported or untreated. And within a few months, the London



Cosmetic Gynaecology Centre had already treated many women who had previously travelled out of state or resigned themselves to silent suffering. The centre's approach is holistic, technologically advanced, and deeply humane. By bringing global-standard treatments to a local environment, Dr. Preethy has revolutionized the treatment scenario for women in Kerala.

Central to this innovation is Jett Plasma Therapy, a cutting-edge energy-based therapy based on the principle of electroporation. The process induces nanopores in vaginal cell walls so that cellular regeneration, hydration, and tightening of tissues can occur—all without invasive treatments or prolonged recovery periods. London Cosmetic Gynaecology Centre is also the first in South India to use an energy-based device in the form of Jett Plasma Therapy and Tesla Chair. The audit of the centre's initial fifty patients revealed astounding results, with great relief from urinary leaks, vaginal laxity, and full recovery from vaginal dryness in every instance. The treatment is combined with functional magnetic stimulation technology,



which strengthens pelvic floor muscles—a critical solution to postnatal and age-related pelvic dysfunction.

This change goes beyond clinical practice. Dr. Preethy proactively promotes public health education, posting educational videos, engaging in public discourse, and raising awareness on social media. By de-stigmatizing intimate health issues, she is pulling down the taboo and motivating more women toward receiving timely, respectful care.

Dr. Preethy's contributions and commitments have not only received local recognition but also national recognition. In September 2024, she presented her clinical experience at the 3rd World Congress of Cosmetic and Reconstructive Gynaecology (RECOGYN) in New Delhi. Her presentation received broad appreciation from colleagues and experts alike, validating the centre's approach and confirming its status as a national benchmark.

What is so noteworthy about this project is its scalability. The centre is already set to provide treatment to more patients, and Dr. Preethy has pledged to train other gynaecologists in Kerala to adopt these services and encourage others to do the same.

This is not a personal triumph—it is a structural transformation. It is about providing women with choices where there were none. It is about providing solutions that are scientifically based, non-surgical, and effective. It is about leadership that transcends titles—leadership that heals, inspires, and empowers.

In an industry too often characterized by incremental steps and tentative moves, Dr. Preethy Korah Perumalil has decided to take the lead with boldness. With outstanding clinical acumen, global experience, and a forward-thinking mindset, she is revolutionizing the face of women's healthcare, introducing tomorrow's solutions into today's world.

