



Press Release

Thursday, 21 August 2014

## **Extreme Sex Practices Put Young Women at Risk**

**AN EXTREME genre of sex practices is encouraging young, healthy women to cripple their bodies. British company Kegel8 warns of the damaging health legacy the adult film industry will leave its actresses with.**

Prolapse is where internal organs fall out of place and push into the walls of the vagina or rectum, and in some extreme cases are visible outside of the body. It is a subject the British public fear to talk about: Physiotherapists and gynaecologists have limited information on it, and people across the nation are embarrassed of having it – yet self-inflicting a rectal prolapse during sex, known as Rosebudding, is growing in popularity.

Thousands of women across the UK are being treated and having surgery to reverse the devastating effects of prolapse. However, Rosebudding, a strange and dangerous new craze, is emerging in the American adult film industry. Young, healthy women are forcing themselves to 'prolapse-on-demand' to satiate the desires of the adult film industry. Actresses are 'training' themselves to prolapse, weakening and physically stretching themselves to make it easier to push their rectum visibly out of their body.

**Founder of Kegel8, Stephanie Taylor**, said: "Pelvic floor prolapse is at epidemic proportions across the UK. Many women suffer rectal prolapse due to birth trauma or hysterectomy and it is devastating for them. At Kegel8 we are dealing with women every day who are suffering the agony of prolapse and help them to reverse it, to enable them to have a more active lifestyle again. The flippant way these young adult stars consider rectal prolapse as a career advancement technique is horrifying."

The UK's leading pelvic floor exerciser, Kegel8, is designed to treat prolapse. The device has medically certified programmes for prolapse and a range of other pelvic floor problems. Men and women alike suffering with the symptoms of a weak pelvic floor will gain control and strength with a pelvic floor exerciser, available at [www.kegel8.co.uk](http://www.kegel8.co.uk).

Prolapse ordinarily arises from a weakened pelvic floor; following the teenage years everybody begins to lose muscle mass. Poor posture, carrying extra weight, pregnancy and intense abdominal exercise put added pressure on the pelvic floor muscles. When the pelvic floor is weak, it can make us want to use the toilet more often, suffer 'laughter leaks' and reduced intimate sensation, as well as increasing our risk of prolapse.

**Australian Physiotherapist Michelle Kenway** said: "Women with prolapse are terrified of prolapse worsening, they have no idea how to choose safe exercises after prolapse surgery, they are scared and embarrassed, and they have no access to this info in the UK."

Michelle Kenway's series of Inside Out books and DVD, including the brand new Prolapse Exercises Inside Out, offers women a way of reversing prolapse safely with exercise. The series is available at [www.stressnomore.co.uk](http://www.stressnomore.co.uk).

As much as these young, otherwise healthy adult stars pride themselves in this learnt 'ability' of Rosebudding, the health nightmares which they subject their body to are numerous. This self-induced rectal prolapse, especially for young women in their 20s, will continually weaken the pelvic



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floor, and lead to bowel and bladder leakage, a 'pot belly' as the stomach muscles won't be supported, and aching hips and lower back.

For more information on how to strengthen your pelvic floor, and how to help treat prolapse, visit [www.kegel8.co.uk](http://www.kegel8.co.uk).

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*For media enquiries or more information, contact Natalie Venning at [natalie@kegel8.co.uk](mailto:natalie@kegel8.co.uk)*

**Information for editors**

***About Savantini***

Savantini Limited is the provider of the UK's number one pelvic floor exercise machines - The Kegel8 Range. StressNoMore is dedicated to quality healthcare and wellbeing products for women. With over 20 years' experience, Savantini Limited is the UK's leading health provider for women.

***About Kegel8***

Kegel8 was born from the desire to offer support and an alternative home solution to pelvic floor weakness for those who want to avoid surgery, recovery affectively from surgery or are simply too embarrassed to even seek medical support. With a passion for not only our range of medically approved products but for excellent service, support and advice, we work hard to be at the heart of pelvic health and teach all we know to those who suffer the effects of weakened pelvic floor muscles. Find out more on [www.kegel8.co.uk](http://www.kegel8.co.uk)