

**Contact: Karon Crosby**  
KC Public Relations Media  
Phone 818.261.0334  
Fax 323.656.1120

8101 Willow Glen Rd  
Hollywood, Ca 90046  
karon@kcprm.com  
www.kcprm.com

**David Matlock M.D.**

## Press Release



### The E! Entertainment Channel will feature Dr. David Matlock in the 4th season of 'DOCTOR 90210'.

After his successful 2<sup>nd</sup> and 3<sup>rd</sup> seasons, Dr. Matlock returns to 'Doctor 90210' for the 4<sup>th</sup> season premiering September 2006.

#### **Los Angeles, California:**

Dr. David Matlock is renowned for his innovative and patented surgical techniques. Originally a graduate in the field of gynecology, the E! Channel show will feature procedures he pioneered and patented in gynecological reconstructive and cosmetic surgery. In addition, Dr. Matlock's field of expertise includes unique applications of 'liposculpting', which will be demonstrated on 'Doctor 90210'.

A decision to specialize in just two fields was one that facilitated his ability to pursue unusual pioneering applications of his knowledge. Dr. Matlock has developed 'Laser Vaginal Rejuvenation' otherwise known as 'LVR'. 'LVR' involves reconstruction and enhancements to the vagina to correct and/or improve the sexual experience. 'LVR' surgeries on the vaginal area are done mainly because of damage resulting from childbirth. Another procedure, 'Designer Laser Vaginoplasty' which Matlock pioneered and patented, helps improve the exterior appearance of the female labia. Several of Dr. Matlock's procedures will correct damage resulting from childbirth, obesity, ageing, and genetic aesthetic abnormalities. He also restores broken hymen (something considered very important in some cultures). Additionally, Dr. Matlock has developed a 'G-Spot' enhancement procedure with a patent currently pending.

Unlike many physicians who have embraced liposuction and added it to a whole 'menu' of cosmetic procedures, Dr. Matlock has specialized and makes liposuction his only other cosmetic procedure. He has performed more than 4000 liposuction procedures over a nineteen year period and honed the art of re-shaping disproportioned bodies, which may include reallocating fat, or 'fat transfer'. Some of his patients refer to him as 'Matlock the Maestro' in 'liposculpture'. Dr. Matlock uses the 'Vaser' system, a patented ultrasound liposuction procedure. The excess body fat is liquefied by the introduction of the special ultrasound assisted cannulae. This unique process makes fat removal much easier, with far less physical trauma to the surrounding muscles, veins, nerves, and organs. Dr. Matlock is now performing a 'Brazilian Butt' procedure where undesirable fat from other areas of the body is introduced to the high buttock area. He has performed this procedure and calf enhancement on both males and females. Dr. Matlock is only one of two physicians in the Los Angeles area who can successfully liposuction ankles and calves; a procedure requiring a high skill level and artistic ability.

**For Release 9 a.m. PST August 24, 2006**