

**FOR IMMEDIATE RELEASE**  
**FEMM PARLOUR OPENS IN NEW YORK CITY, TURNING INTIMATE-HEALTH**  
**CONVERSATIONS INTO CARE**

New York, NY — October 30th, 2025 — The hush around women's intimate health is over: FEMM Parlour has officially opened its doors in New York City.

For too long, women have been dismissed, minimized, and told their most personal health concerns are simply ‘part of aging.’ FEMM Parlour throws out the old script and brings real solutions to issues that have been ignored and misunderstood for generations.

At the helm: Gina Cappelli, with more than 25 years devoted to women’s health together with Maria Trusa, advocate of the ‘Me First’ philosophy, inspiring empowerment from within, they have joined forces with Cindy Barshop, innovator of Completely Bare and VSPOT, whose trailblazing legacy now shapes FEMM Parlour’s vision.

“We’re not just a women’s center; we’re a movement,” says Gina Cappelli “We’re building a space where intimate health is approached with dignity, clarity, and compassion, ensuring every woman can confidently address her unique needs.”

Every woman’s journey at FEMM begins with a private, judgment-free consultation; where women are truly listened to and their personal concerns, often overlooked or brushed aside, are validated. FEMM Parlour’s non-surgical treatments support women experiencing pelvic weakness or urinary incontinence, helping restore confidence and control lost to childbirth or aging. Therapies for vaginal dryness and painful sex offer relief for those whose intimacy suffers due to hormonal changes or medical conditions. Innovative options like the Orgasm Shot help women who feel disconnected from pleasure regain satisfaction. With advanced skin and hair restoration technology, and aesthetic solutions such as breast lifts and intimate tightening, FEMM Parlour empowers every woman to feel comfortable, safe, and beautiful in her own skin; ending the silence around intimate wellness.

“Our job isn’t just to talk about awareness,” says Cindy Barshop “FEMM Parlour exists for women who are done waiting and want real, effective solutions for every stage of life.”

FEMM Parlour is more than a destination. It’s a call to action for women everywhere to stop settling for partial answers and instead claim their right to feel whole, heard, and empowered. This is not wellness as usual, this is wellness redefined, personal, purposeful, and powerfully overdue.

**About FEMM Parlour**

FEMM Parlour is a New York City destination for women's intimate wellness. Cindy Barshop has joined forces with Gina Cappelli and Maria Trusa to offer discreet consultations, physician guided non-surgical treatments, and a curated selection of clinically informed intimacy products. The clinic's focus is practical, dignified solutions that help women feel at home in their bodies at every stage of life.

Website: [www.femmparlour.com](http://www.femmparlour.com)

Instagram: [@femmparlour](https://www.instagram.com/femmparlour)

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