



men

# Most Wanted

DR JOHN FLYNN FROM QUEENSLAND DISCUSSES TWO OF THE MOST POPULAR PROCEDURES FOR MEN: GYNAECOMASTIA AND BLEPHAROPLASTY. LIZZY WOOD REPORTS.

Although many of the cosmetic procedures sought by men are common to women, too, some procedures are unique to the men among us. Gynaecomastia – a condition that results in oversized breasts in men – is one of these procedures.

'Gynaecomastia can occur in males at any age, from adolescence upwards,' explains Dr John Flynn from Queensland. 'The term is synonymous with "man boobs" and, in true gynaecomastia, it is the male breast gland that is enlarged.'

Although excess weight or prescribed and recreational medications can also result in swollen male breasts,

the size increase in these cases is usually caused by an excess of fatty tissue, rather than an increase in the size of the breast gland, and is not technically gynaecomastia. Nevertheless, cosmetic surgeons are equipped with a number of techniques that can address the appearance of disproportionately sized breasts in men.

'An excess of fatty tissue can be treated with a combination of liposuction and skin tightening, whereas a glandular enlargement typically requires surgery,' explains Dr Flynn. 'This is because the texture of glandular tissue is thicker and more rubbery, and liposuction alone will not be able to extract it.'

According to Dr Flynn, most men present with a combination of fatty tissue and glandular tissue, with one more dominant than the other. Before prescribing a treatment plan, however, it's important to conduct a thorough medical assessment, as gynaecomastia can be indicative of an underlying medical condition, albeit rarely.

'Once any underlying concern has been ruled out, we can remove the excess fat or breast tissue and most men can look forward to a long-lasting result with no risk of the gynaecomastia returning,' says Dr Flynn.

Today men can benefit from a number of operative techniques and non-surgical procedures designed to address aesthetic concerns whilst maintaining a masculine edge

Post-procedure, bruising and swelling varies from patient to patient, but Dr Flynn says most cases are resolved completely within two weeks. 'The patient might have stiff, sore muscles for a short period of time, but they will be able to see the results immediately.'

Although men's skin has a better capacity to tighten than women's thanks to its thicker nature and increased collagen, some men may be left with loose skin around the breasts after liposuction or surgery. If this is excessive, some skin might need to be excised, however, Dr Flynn says that in most cases non-invasive skin tightening techniques can be used to improve the appearance of sagging skin around the breasts. 'I often use the Invasix BodyTite system, which uses a radiofrequency current to heat the skin, tightening the collagen,' he says. 'In my experience it results in a 30 per cent improvement in skin tightening as compared with not using the technology.'

According to Dr Flynn, the number of men seeking aesthetic procedures such as liposuction and body contouring is on the up – something he puts down to two factors. 'Men are becoming more aware of the options available to them, driven perhaps by social media,' he says. 'Secondly, both men's and women's attitudes to cosmetic procedures have changed, and there's no longer any negative social connotations associated.'

Today, men can also take advantage of less invasive procedures. 'Non-invasive body contouring procedures such as CoolSculpt and iLipo mean men can refine their body shape without having to commit to surgery,' says Dr Flynn.

Blepharoplasty, or eyelid surgery, is another procedure that Dr Flynn says has increased in popularity in men in

the last few years, and one that can effect a significant improvement in appearance. 'With age, the amount of collagen and elastin in the skin declines, which results in sagging skin and weaker supporting structures in the face,' explains Dr Flynn. 'When this happens around the brow and orbital region, men can be left with sagging upper eyelids that might obscure vision, and which result in a tired, aged appearance.'

Blepharoplasty can be used to remove excess skin around the upper eyelid, and also improve the appearance of bulging fat bags below the eyes. However, Dr Flynn warns that, when performed on men, surgeons need to be careful not to feminise the appearance by removing too much skin.

Performed under local anaesthetic as a day procedure, Dr Flynn makes an incision along the skin fold in the upper eyelid using a laser, scalpel or radiofrequency device. 'By making the incision along the skin fold it's possible to disguise any resulting scar,' says Dr Flynn. 'When addressing the fat pads in the lower eyelid, the incision can be made on the inside of the lid.'

Patients can expect some swelling and bruising, which typically resolves to reveal final results within two weeks.

Although non-surgical procedures such as anti-wrinkle injections are proving popular with men, Dr Flynn warns they cannot be used to prevent the need for blepharoplasty. However, fractionated laser resurfacing performed in conjunction with blepharoplasty results in skin tightening, and can even be used to delay the need for a blepharoplasty if pursued proactively.

Like women, men are also often troubled by the appearance of an ageing neck, says Dr Flynn. 'In my experience it's often possible to achieve great results with a combination of liposuction to remove excess fat and Invasix NeckTite to tighten loose and sagging skin,' he says. 'If the loose skin is excessive, a surgical neck lift might be needed, in which case incisions will be made behind the ears.'

Ultimately, Dr Flynn believes today men can benefit from a number of operative techniques and non-surgical procedures designed to address aesthetic concerns whilst maintaining a masculine edge. **csbm**

## Top 5 male procedures for 2013

1. Liposuction
2. Rhinoplasty (nose surgery)
3. Blepharoplasty (eyelid surgery)
4. Gynaecomastia
5. Otoplasty (ear surgery)

Courtesy of American Society of Aesthetic Plastic Surgery [www.surgery.org](http://www.surgery.org)