

# Now men's 'moobs' are getting the cut

## PETA RULE

WA men are turning to cosmetic surgery to tackle embarrassing man breasts — or “moobs” — as WA’s obesity epidemic gains momentum.

Surgical tourism has borne the brunt of the trend with Perth men flying to Thailand for the surgery.

Restored Beauty Getaway’s Rebecca Schimpf said the surgery could make a big difference to men’s confidence and most of the patients recovered well.

New figures from Britain have revealed the number of men having the surgery, known as gynaecomastia, had been part of a boom in liposuction procedures with numbers almost doubling from 2005 to 2006. British liposuction figures revealed 4000 procedures were carried out last year, compared with 2100 in 2005.

No overarching body keeps firm statistics on aesthetic plastic surgery in Australia. However, Australian Society of Plastic Surgeons vice-president Chris Allen said there had not been a big increase in gynaecomastia in Perth.

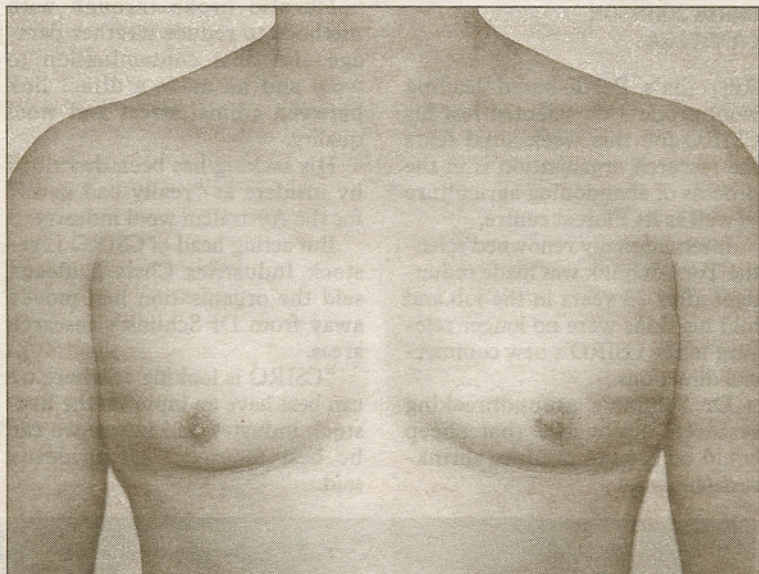
“I have been doing this surgery for a few years now and the numbers have generally been steady,” he said. “I have noticed an increasing trend with obesity that more males are becoming self-conscious of excessive breast development.”

He said most gynaecomastia patients were in their late teens or early 20s and had over-developed breast tissue following puberty.

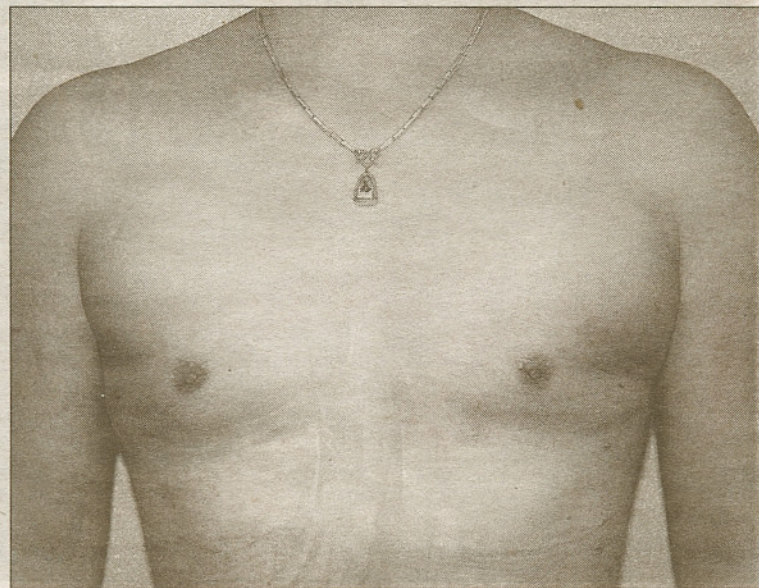
“Most boys will experience some breast activity but it will generally settle down in their late teens,” he said. “For some, that doesn’t happen and they are mostly the patients we see.”

Not all gynaecomastia procedures were just liposuction. Fat deposits can be removed by liposuction but breast tissue was thicker and had to be excised.

Dr Allen said the biggest trend



Shape of things to come: After losing weight, some men are left with breasts, above. But, below, the upper body can be reshaped by cosmetic surgery.



noted by WA plastic surgeons was body sculpting following extreme weight loss.

Figures revealed last week showed that people in WA were flocking to have lap-band surgery.

Dr Allen said that, following

such surgery, excess skin could form around the abdomen, thighs and arms which could require further surgery to remedy. “It’s fairly major surgery and needs a properly trained plastic surgeon to perform,” he said.