

Increase In Number Of Men Opting For Breast Reduction Surgery



Released on: April 17, 2009, 6:07 am

Author: **Hospital Group**

Industry: [Healthcare](#)

An increasing number of men are now undergoing breast reduction surgery in a bid to improve their physical appearance.

New figures reveal a vast amount of men are opting for procedures such as surgery for gynaecomastia (commonly known as 'man boobs'). More than 320 of these operations were performed last year, compared with just 22 five years ago.



According to the British Association of Aesthetic Plastic Surgeons (BAAPS), the number of men having cosmetic surgery has now risen to almost one in 10 patients. And with an increase of 44% since last year, male breast reduction surgery has surpassed other rises in overall breast enlargement and tummy tucks.

Nigel Mercer, President of the BAAPS, said: "Wide media coverage has helped to educate the public about the latest advances and choices available, and we are encouraged by the fact that more people are doing their research carefully and choosing reputable providers. The Hospital Group, the UK's leading provider of cosmetic surgery, perform a wide range of aesthetic procedures in specialist clinics across the country. It carried

out 46 male breast reduction procedures last year, compared with just five in 2004.

David Ross, Chief Executive of The Hospital Group, said: "Many men have body image problems and low self-esteem from gynaecomastia. They may have been teased at school or in the gym about the fat on their chests. Some men even refuse to show their chests in front of their partners because they're so embarrassed. The surgery is fantastic because men see results so quickly, which gives them the get up and go to live happier lifestyles."

Excessive chest tissue can be the result of hormonal changes, disease, certain drugs or hereditary conditions. It can also be exaggerated with weight gain or loss and may affect one or both breasts. The condition can often cause embarrassment and can affect males of any age.

As well as male breast reduction, The Hospital Group performs other cosmetic procedures such as liposculpture fat removal, abdominoplasty (tummy tuck) and arm lift surgery.

Since The Hospital Group was established in 1992, it has grown from a small pharmaceutical company to one of the UK's foremost cosmetic surgery providers. The Group is committed to providing the very highest standards and all procedures are performed by an expert medical team in state-of-the-art facilities that are second to none.

Contact Details: For further information on The Hospital Group's procedures please visit www.thehospitalgroup.org or call 0845 762 6727.

