



L.A. LIVING

UNIQUE TUSCAN VILLA OVERLOOKING MALIBU'S WORLD FAMOUS ZUMA BEACH

HELP FOR MEN WITH GYNECOMASTIA



While female breast enhancement and reduction surgeries have become an open topic of conversation, men too, are gaining confidence by going under the knife. Dr. Babak Dadvand, a double Board-Certified Plastic Surgeon in Beverly Hills, has dedicated his practice to the treatment of Gynecomastia in males.

Gynecomastia comes from the Greek words "gyne" meaning feminine and "mastia" meaning breast, and is excess breast tissue, fatty tissue, or a combination of both in men. The causes of Gynecomastia include overdeveloped breast tissue resulting from puberty, steroid/growth hormone use, obesity, excessive weight loss, endocrine problems, long-term recreational drug use, use of certain medicines or herbal supplements, and heredity.

Gynecomastia affects males of all ages and ethnicities. Studies have shown that up to 60% of men are unhappy with the appearance of

surprised Dr. Dadvand was the scarce number of plastic surgeons who performed Gynecomastia surgeries. Never a subscriber to the "Jack of all trades, master of none" philosophy, Dr. Dadvand decided to dedicate a significant portion of his practice to the treatment of Gynecomastia and become an expert in male breast reduction surgery. Over the years, Dr. Dadvand has honed his techniques to provide hope to men in dire need of body confidence and this procedure.

Dr. Dadvand's personalized approach begins by spending a significant amount of time during the initial consultation to identify the underlying cause of Gynecomastia. He then develops a tailored surgical plan for that patient. Whether fat tissue is removed by incision and extraction or through liposuction depends upon the cause and type of Gynecomastia. The end goal remains the same, however. Patients enjoy the benefits of a flatter chest that suits their body without looking as if surgical work has been done.

"For me, plastic surgery is a perfect marriage of science and art. I am fortunate to use my years of surgical training and artistic background as a Fine Arts major with a concentration in sculpture to help my patients reach their natural-looking goals. This is especially important for men, as they are more private by nature and do not wish for their Gynecomastia surgery to be publicly exposed," stated Dr. Dadvand.

The procedure costs \$5,000 to \$11,000 depending upon the case severity and involves minimal recovery time compared to other surgeries. Patients can return to their desk jobs 3 to 4 days post surgery and must eliminate exercise for only 4 to 6 weeks. A trusted treatment option for affected males, it is no wonder Gynecomastia surgery is gaining popularity in major cities nationwide.

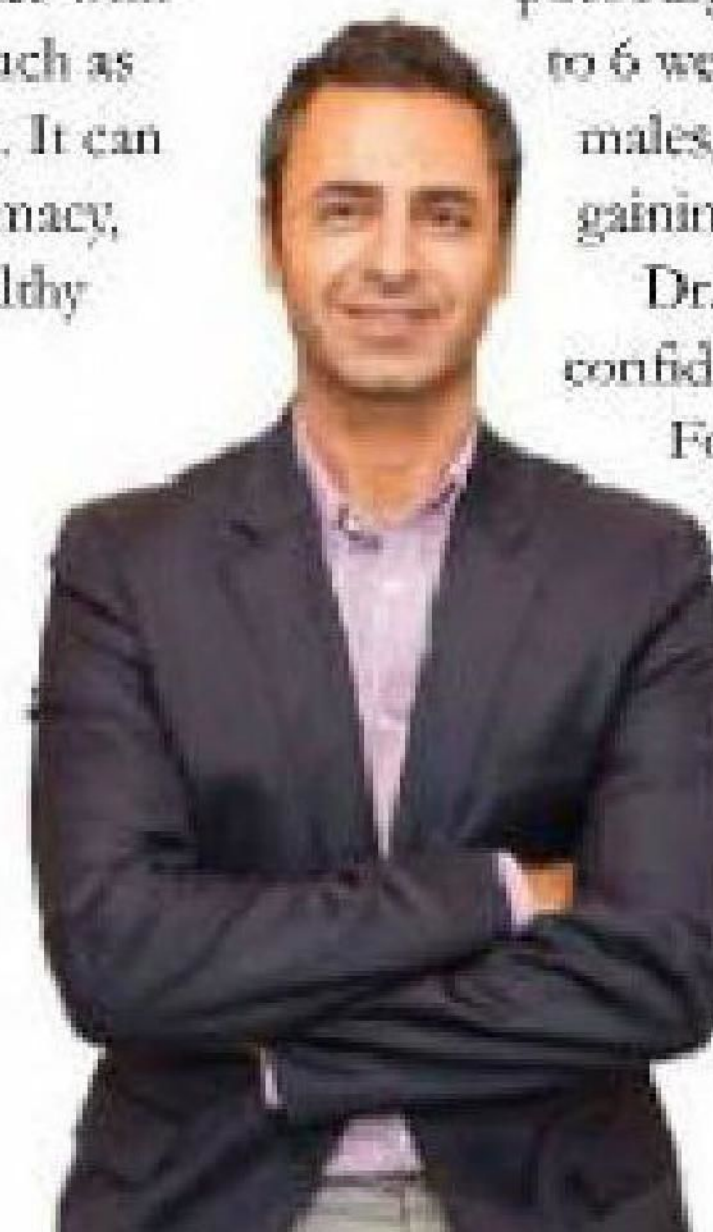
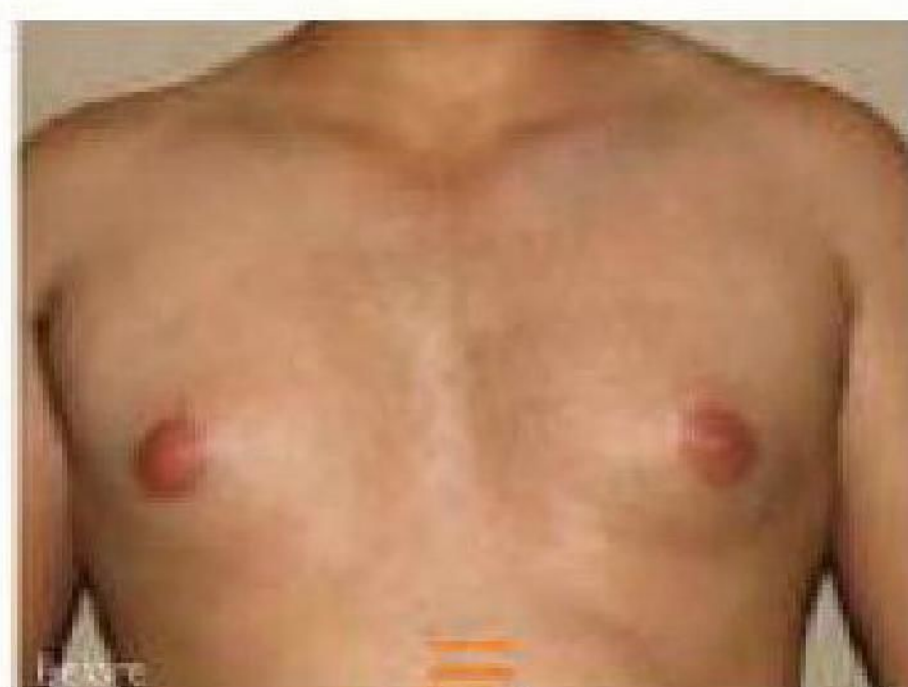
Dr. Dadvand offers free consultations and confidential, expert advice.

For more information, please visit DrDadvandPlasticSurgery.com. ■

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their chests. Despite its common occurrence, the general public is still unaware of how many men are affected by Gynecomastia, its causes, cost, and available treatment. As the topic is relatively silent in society, Gynecomastia remains the origin of embarrassment, shame, and low self-esteem for men. It is often the butt of jokes with hurtful, derogatory name calling such as "moobs," "man boobs," and more. It can lead to bullying, interfere with intimacy, and hinder the ability to lead a healthy sexual and emotional life.

Five years ago, Dr. Dadvand became aware of the growing conversations about Gynecomastia among his male patients, who were coming in for other aesthetic procedures and cosmetic treatments. What



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