

# How a fat-zapping microwave could help shrink 'man boobs'

By: Paul Dinsdale  
February 9 2010

**Mail**Online



Man boobs - or 'moobs' - may entertain social commentators, but for the men who developed them, they are often deeply embarrassing. The condition, known as gynecomastia, is a growing problem.

Researchers blame the general rise in obesity, but add that there might be other factors, such as increased oestrogen in some processed meats; giving cattle and chickens hormones to fatten them up has been banned in most countries, but there is still a risk in imported meat.

Larger male breasts are not a health risk as such, but younger men are often too embarrassed to swim or play sport making them unhealthy, say doctors.

While exercise to improve posture, as well as losing weight, can help, surgery for male breast reduction is increasingly popular.

The number of operations rose by 80 per cent in a year, according to figures published last week by the British Association of Plastic Surgeons.

'Moobs' are fatty tissue and the conventional treatment is liposuction, but removing the fat can leave sagging skin.

Now the manufacturer of a new device, **Body Tite**, claims it's possible to remove unwanted fat and firm the skin simultaneously. Early studies show the device can tighten the skin up to 40 per cent more than traditional liposuction.

It heats the fat cells under the skin so they liquefy, which makes removing them much easier. This results in less trauma to the surrounding tissue and significantly less bruising, swelling and discomfort.

The rapid heating also means the skin contracts more quickly and with better long-term results, it's claimed.

The machine is a big step forward in treatment, says Miles Berry, consultant plastic surgeon at the Royal Marsden Hospital and Plastic Surgery Partners clinic, London.

'With conventional liposuction, we have to use a certain amount of pushing and pulling to remove the fat cells from under the skin, but we can now avoid this,' says Mr Berry.

And because the fat cells have been heated, when the tissue cools down the skin contracts much more quickly to fit the new body shape.'

Although Mr Berry stresses the procedure is virtually painless, the patient is given a local anaesthetic as well as oral painkillers before the operation. The day surgery takes a couple of hours and costs around £3,500 - depending on the size of the task.

For more information visit [www.plasticsurgerypartners.co.uk](http://www.plasticsurgerypartners.co.uk)

