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<http://www.actionwebvideo.com/Delgado/DelgadoIntro.htm>

CONTACT: Sharon Cook

COOK PR/415-499-1939

[prscCook@aol.com](mailto:prscCook@aol.com)

## ***Surgical Procedure Cures Embarrassing “Man Boobs”***

**19,881 U.S. men had breast reduction operations in 2006, making it one of the top five cosmetic surgery procedures for males.**

San Francisco, CA (6/1/07)...Jerome Harris, 49, of San Mateo, CA, said he lived most of his life in a secret, shame-filled world, hiding and hating his chest, never going to the beach or swimming because of his enlarged breasts—a medical condition known as *gynecomastia*.

In 2006, Harris found a life-changing solution to his problem. Cosmetic surgery, performed by board certified San Francisco plastic surgeon, Dr. Miguel A. Delgado, Jr., included removal of glandular tissue and liposuction, giving Harris’s chest the shape and contour of a normal man, bringing him relief and self-confidence.

**“I feel better, look better, and at 49 I’m like a kid again. I wasted a lot of years in shame because I just didn’t look right. It was like having female breasts. Today I’m OK with myself on a daily basis,” Harris said.**

Even though gynecomastia (from the Greek for female-like breasts) is rarely talked about, it is very common. It’s a growth of breast tissue, not just fat deposits. Genetics, steroids, excessive marijuana use, medication side effects, aging and other causes have also been linked to gynecomastia. The condition often occurs in adolescent boys, although in 90% of the cases of breast or nipple enlargement, symptoms will disappear as puberty ends.

But *ten percent* of men continue to be burdened with enlarged breasts. Although gynecomastia does not require medical treatment unless it causes physical or emotional problems, many men experience great anxiety and embarrassment over their appearance.

Depression, anger and an inability to form intimate relationships are common, and men are often too ashamed to ask for help. They live with a dark secret, binding their chests, afraid to be seen in public or worried about what other people think about them.

Parents of young men with gynecomastia are affected too, heartbroken about their child's psychic pain, and often unsure about how to help.

In 2006, Dr. Delgado performed breast reduction surgery on nearly 100 men from around the U.S. and the world. In his practice, he has performed the surgery more than 1000 times. Delgado often sees the psychological effects of gynecomastia.

**“Our culture is very hard on men with enlarged breasts. It’s very accepting of big guts, but as soon as it comes to men’s breasts, the attitude changes completely. The pressure on men to look good is huge. I tell my patients that their chests will look normal in a few months after surgery, but they’ll still have to get over the scars that have been planted in their minds by a negative self-image. It just takes a little time for the body and mind to catch up,”** Delgado said.

Breast reduction surgery is considered a cosmetic procedure and, therefore, is rarely covered by health insurance. The operation takes two to four hours, with a total recovery period of four to six weeks. Most men return to work within a week of surgery. The cost ranges from \$4,000-\$8,000. Scarring is minimal, with most incisions made around the peri-areolar or nipple area.

The 19,881 breast reduction operations performed on U.S. men by board certified plastic surgeons represented an increase in 22% over 2005, according to statistics from the American Society of Plastic Surgeons ([www.plasticsurgery.org](http://www.plasticsurgery.org)).

Anecdotal evidence indicates that many men are learning about gynecomastia and breast reduction surgery over the internet. A popular site for information about this condition is [www.gynecomastia.org](http://www.gynecomastia.org) (click on Dr. Delgado’s FAQ, or contact him directly at [www.dr-delgado.com](http://www.dr-delgado.com)).

Patient Jerome Harris is available for interviews. Contact Sharon Cook for more information at (415) 499-1939 or [prscCook@aol.com](mailto:prscCook@aol.com).

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