

Keep abreast of 'moobs'

Gynaecomastia is a condition where men grow breast tissue. Up to a third are affected and in some cases, it can be a sign of a more serious problem.



By Dr Ellie Cannon

Q Isn't gynaecomastia just a fancy name for 'moobs'?

A Weight gain in the chest area in men can sometimes resemble breasts and is usually a result of obesity. Weight loss can often remedy the problem. True gynaecomastia is the growth of breast tissue due to an imbalance of sex hormones. Testosterone wanes in old age so the condition

is common in over-70s. It can also occur during puberty, and as a result of diseases such as liver cirrhosis, testicular cancer, kidney failure and an overactive thyroid. In a fifth of cases it's caused by medication.

Q What medication causes the condition?

A Drugs such as digoxin, amiodarone and amlodipine,

used for high blood pressure. Anti-psychotic drugs for many mental health problems are a cause, as is anything that interferes with testosterone, including drugs for prostate problems.

Q Can the condition be treated?

A Yes. Initially, treatment focuses on the underlying cause – replacing the testosterone. Drugs to inhibit the hormones such as the breast cancer drug tamoxifen are used with a relative degree of success. Where treatment fails, surgery may be the only option.

Stay in shape this summer

Exercise Bike KC143
ONLY £62.99*

This is the perfect beginners exercise bike to help lose weight and burn calories. Features adjustable saddle height and resistant levels, foot pedals with straps and a computer which monitors time, speed, distance, calories used. One year guarantee. Easy to follow instructions are included.

Was £69.99
Product Code: him26



10%
off

FLAB ZAPPER

THE TREATMENT

Med Contour Dual. £149 for one session or £975 for ten. med-contour.co.uk

THE CLAIM

Low-frequency ultrasound rays are directed at the fat cells in the stomach through a hand-held device. They 'rupture' the adipose cells, activating metabolic processes which lead to the body's natural elimination of fat waste'. Mummy tummy is usually caused by fat and loose skin, and heat produced by the device promotes production of collagen, the protein that gives skin firmness.

EXPERT VERDICT

Dr Ravi Jain, cosmetic doctor and founder of the Riverbanks Clinic, London, says: 'The mainstay of my work is liposuction, an operation in which

fat is sucked out of the body via thin tubes called cannulas, so I was sceptical a non-invasive treatment claimed to be able to do the same. But we tried it and I have been impressed.

The science is plausible. We use this technology after lipo to smooth out any irregularities. But it can be effective on its own.'

DOWNSIDE

'Patients need good muscle tone to begin with. The results are subtle compared with liposuction,' says Dr Jain. Treatment could lead to a rise in fat levels in the blood, so anyone with high cholesterol or other circulatory problems should avoid it.



Mummy Tummy
Busting Rating

4/5

PARIS FREEZE

THE TREATMENT

Lipocryolysis. From £650 per area. aestheticmedcontour.com

THE CLAIM

Dubbed 'The Paris Freeze', in this non-invasive procedure 'fat is rapidly cooled until the fat cells crystallise, which permanently destroys up to a third'. A device is positioned around the target area, which creates a vacuum effect. The treatment takes 25-45 minutes per area. Up to six weeks later, the makers say that patients notice a visible and lasting difference.



'It is one of the few methods that actually does work. The low temperature kills fat cells but does

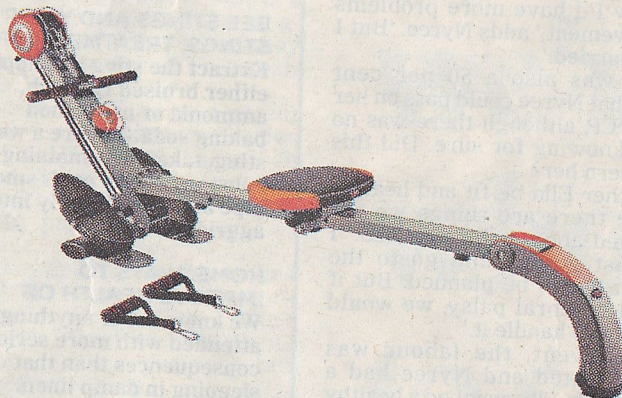
Rowing Machine and Home Exercise Gym ONLY £129.99*

★★★★★ 4.7/5 Mail Shop Review

This foldable Rower & Gym offers you two revolutionary ways to train, in one fully machine. Works arms, chest, back, shoulders, lats and abs whilst the on-board computer monitors time, stroke count, total count, calories used, and features an adjustable seat. Full instructional DVD included. One year manufacturer warranty.

RRP £149

Product Code: him10



Go to
mailshop.co.uk

or call **0843 382 1111*** quote R30923MS

Cheques made payable to Mail Shop and clearly state your name and address
Send to Mail Shop R30923MS, PO Box 3, Diss, Norfolk IP98 1HH.

Get our brand new Mail Shop mobile app FREE from our online store now

Mail
Shop



FREE DELIVERY ON ALL ONLINE ORDERS*

*P&P is FREE on all orders placed online, otherwise P&P plus handling is charged at £3.99 per order (excludes books, wine & vitamins) & is FREE on all orders of £40 or more. Calls cost 5ppm from a BT landline. You may be charged a connection fee. Mobile & other providers' charges may vary. Offer applies to UK mainland only and is subject to availability, which is finite. Please allow up to 7 working days for delivery. Price will be refunded if item is returned unused within 14 days of receipt. Goods are supplied and fulfilled by Mail Shop. When you respond, Associated Newspapers Ltd and other companies in the DMGT Group may contact you with offers/services that may be of interest. We will not give your details to other companies without your permission. For full terms and conditions, please see www.mailshop.co.uk.



EXPERT VERDICT
Dr Ross Perry, of www.cosmedics.co.uk and an expert in non-surgical treatment, says: 'Freezing is a novel approach and one that has approval from the FDA [the American regulatory body] for getting rid of fat.'

DOWNSIDE
'It's not a relaxing procedure. The patient will suffer quite a lot of bruising,' says Dr Perry.

Mummy Tummy
Busting Rating

3/5

Banish

THE OXYGEN CREAM

THE TREATMENT
PUPA INTENSIVE
SHAPING ABDOMEN
TREATMENT. £38 for
250ml.

urbanretreat.co.uk

THE CLAIM

At-home treatment cream that makers claim supplies the skin with oxygen to 'help restore energy' to the fatty tissues, 'aiding activation of the lipid metabolism and circulation which in turn boosts its detoxifying capabilities... to reduce fatty deposits and leave the skin looking younger'. Users should apply the cream in upward strokes on the stomach.

EXPERT VERDICT

'Any cream being massaged on to the skin may appear to give a small



lymphatic shift and therefore may make the user feel as if they have a tiny amount of fat, but the effect won't even last a day,' says Dr Perry. 'Fat is a natural structure between the skin and the muscles and only diet and exercise, freezing, radio frequency, ultrasound or surgery can reduce it.'

DOWNSIDE?

'You could use any cream, not something this expensive, and get the same results,' says Dr Perry. Don't expect to shape up overnight. For best results, the manufacturer advises to use it morning and night for eight weeks.

Mummy Tummy
Busting Rating

1/5

Another day, another picture of a celebrity mother on the beach, sporting a supernaturally flat stomach. Last week it was Victoria's Secret model Alessandra Ambrosio, right, whose daughter is aged three.

A fortnight before, fellow model Heidi Klum, 39, who has four children, tweeted pictures to followers of her bikini-clad washboard stomach.

And Jennifer Lopez, 42, who gave birth to twins just three years ago, has also been pictured on stage recently, proudly displaying her flat tummy. Back in the real world, more than half of new mothers who were surveyed for a parenting magazine said they were unhappy with their shape after giving birth.

So it's not surprising that shelves at clinics and chemists heave with non-surgical treatments that claim to rid women of their post-pregnancy bellies. But do any of them actually work? JILL FOSTER spoke to the experts to find out.



July 15, 2012

HEALTH 23

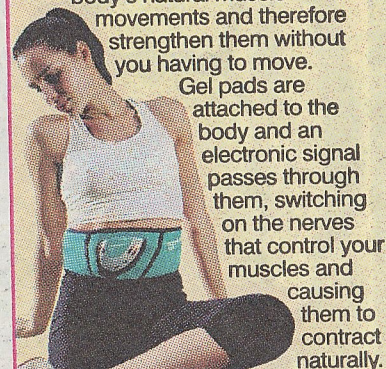
WIRED-UP WORKOUT

THE TREATMENT

Slendertone Flex Female. From £49.99 to £149.99. slendertone.com

THE CLAIM

Worn under the clothes, Slendertone, the couch potato's exercise machine, uses electronic muscles stimulation to mimic the body's natural muscle movements and therefore strengthen them without you having to move.



Gel pads are attached to the body and an electronic signal passes through them, switching on the nerves that control your muscles and causing them to contract naturally.

EXPERT VERDICT

'These machines are great for the right patient,' says Dr Jain. 'I used to recommend one after liposuction as they improve muscle tone. You can be skinny, yet flabby and untoned – something many mummy tummy sufferers will relate to. If your abdominal muscles are tighter, your stomach will look better. What this won't do though is get rid of fat.'

Consultant cosmetic surgeon Patrick Mallucci adds: 'Doing some sit-ups would be far cheaper and much better for you.'

DOWNSIDE

You'll need self-discipline as the manufacturer recommends using this five times a week for four weeks. The pads also need to be replaced regularly.

Mummy Tummy
Busting Rating

2/5

BAKE 'N' VAC

THE TREATMENT

Velachape. Approximately £200 per session. drhausdermatology.com

THE CLAIM

Radio frequency, infrared, vacuum and mechanical massage 'boosts circulation and lymphatic drainage, targeting fatty, loose skin and fat tissue'. Kim Kardashian (who hasn't had children) is said to be a fan.

During treatment, the therapist rolls a hand held



light elements stimulate the energy 'trapped' in the skin's fat cells, causing them to shrink gradually.

EXPERT VERDICT

'There is some scientific evidence that fat responds to radio frequency heat,' says Dr Perry.

'This method will improve the appearance of the skin but it will never get rid of a large roll of fat hanging over your bikini.'

DOWNSIDE

If not used properly, the patient can be burned by radio frequency, so ensure your therapist is well trained.

REVIEW

July 15, 2012

The  Mail
ON SUNDAY

EXCLUSIVE

**THE
BOY
WHO
SAVED
ME**

