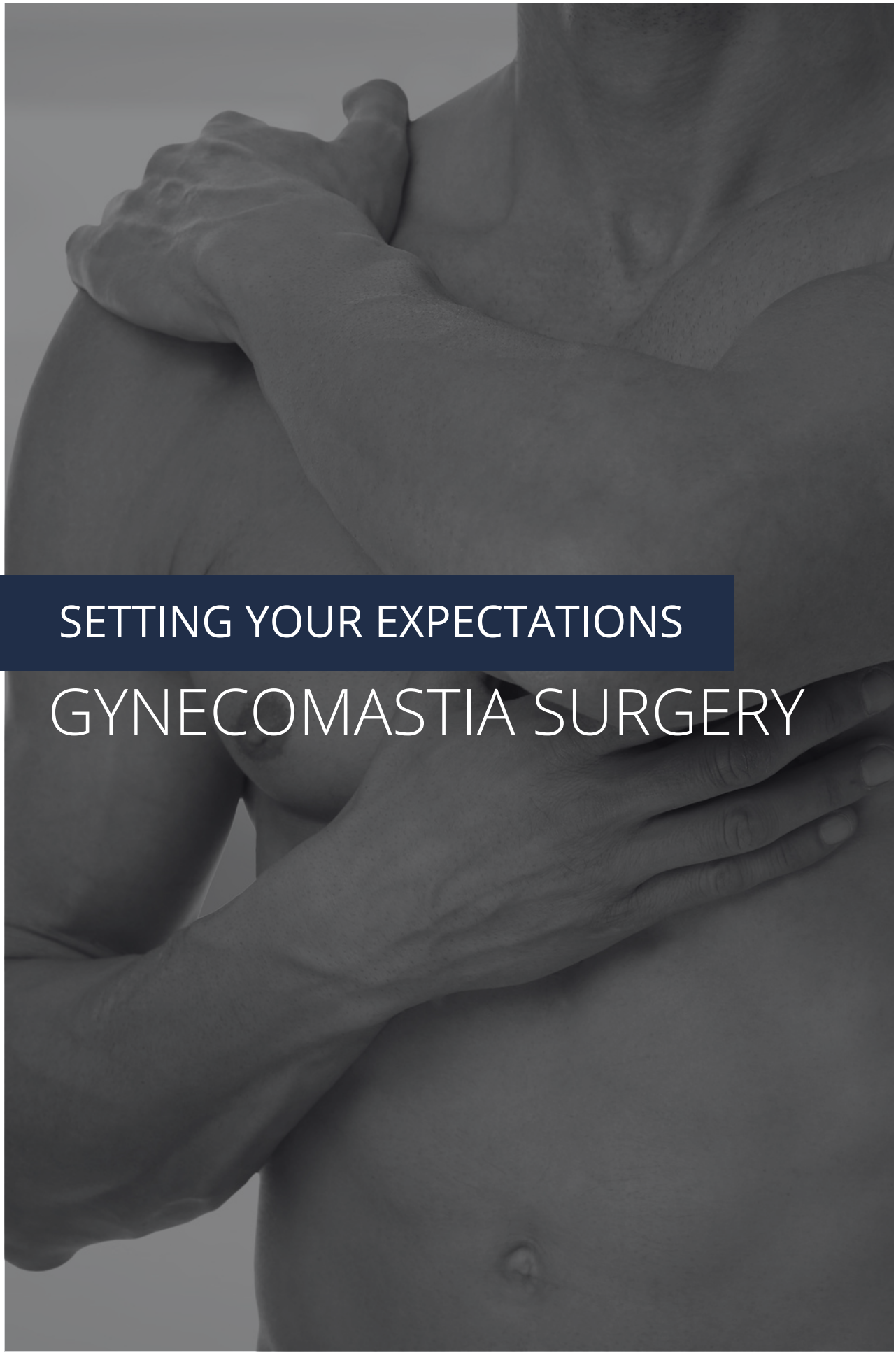

SETTING YOUR EXPECTATIONS

# GYNECOMASTIA SURGERY

CosMediTour

# WELCOME

Welcome to CosMediTour, Australia's leading Plastic Surgery Group. We're so excited you've entrusted us to guide and support you throughout your journey.

Helping you confidently prepare for your procedure is a privilege we take very seriously. This includes ensuring that your expectations and assumptions around your procedure are realistic.

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We've prepared this Guide to help inform your own Expectation setting process, particularly around scarring, your results, recovery and risks. We do hope you it useful.

If you have any questions at all, our friendly Client Support team is here to help on 1300 000 633.

Above all, we're here to ensure that you feel confident, safe & supported throughout your journey.

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# INTRODUCTION

The expectations, assumptions and beliefs you form ahead of your procedure are important for a number of reasons.

Often subconsciously, your expectations:

- Guide your decision making.
- Help you to be emotionally prepared ahead of your procedure and during recovery.
- Provide a foundation for Surgeon-Patient communication and trust.
- Become a benchmark to measure your satisfaction after the procedure.
- Help you to more effectively manage your recovery.
- Help you to understand and assess your own exposure to risk.

While expectations can be beneficial, pursuing *unrealistic* expectations may result in:

- Disappointment with your results
- Emotional distress
- Surgical complications if your Surgeon's advice is disregarded.
- Strained Surgeon-Patient relationship.
- Significant financial outlay for surgery that won't meet your expectations

Your CosMediTour Plastic Surgeon will discuss your motivations and expectations in detail with you. To get the most from your consults, it is important that you are open and honest with your Surgeon and always trust their experience.

> The clients most satisfied with their results typically have three things in common. They're open and honest with their Surgeon; are realistic about their results; and they trust their Surgeon's expertise.

> Individuals pursue Male Breast Reduction to reshape chest contours, address protrusion, and attain a balanced, confident physique.

Male Breast Reductions are performed to correct Gynaecomastia—an excessive enlargement of the male breast tissue. Gynaecomastia is quite common. The condition affects an estimated 40 – 60% of the male population and can be caused by:

- ☑ Hormonal changes
- ☑ Weight gain
- ☑ Hereditary conditions
- ☑ Diseases (e.g. Liver Disease)
- ☑ Medications
- ☑ Drug use (anabolic steroids & marijuana)

Gynaecomastia can develop at any age, although it is most common during adolescence and middle-age. It can present unilaterally (in one breast) or bilaterally (in both breasts).

During Male Breast Reduction surgery, Plastic Surgeons remove excess breast tissue. This can:

- ☑ Boost self-confidence
- ☑ Prevent the areola from stretching
- ☑ Stop ptosis (sagging)

Other procedures may be required if these issues have already occurred (e.g. a Breast Lift).

# PLANNING YOUR PROCEDURE

Male Breast Reductions can be completed in 4 ways:

- ☑ Subcutaneous mastectomy
- ☑ Horizontal Breast Lift (mastopexy)
- ☑ Liposuction
- ☑ A combination of any of the above

Surgeons choose their technique based on the cause of the Gynaecomastia (excess fatty deposits or glandular tissue), the age of the client, and their skin elasticity.

## SUBCUTANEOUS MASTECTOMY

A subcutaneous mastectomy refers to the surgical removal of breast tissue. This technique is chosen when the primary cause of the enlarged breasts is excess glandular tissue or excess skin. To perform a subcutaneous mastectomy, surgeons make an incision around the areola. Typically, a small portion of tissue remains behind the nipple—this is to prevent post-operative hollowing, also known as the 'doughnut deformity'.

## HORIZONTAL BREAST LIFT

If there is existing ptosis (sagging breast tissue/skin), the surgeon may recommend a horizontal breast lift. This requires a horizontal incision along the breast crease where a wedge of tissue will be removed to lift the breast and remove the excess skin. This results in a scar not only around the areola but also a horizontal scar across the bottom of the breast.

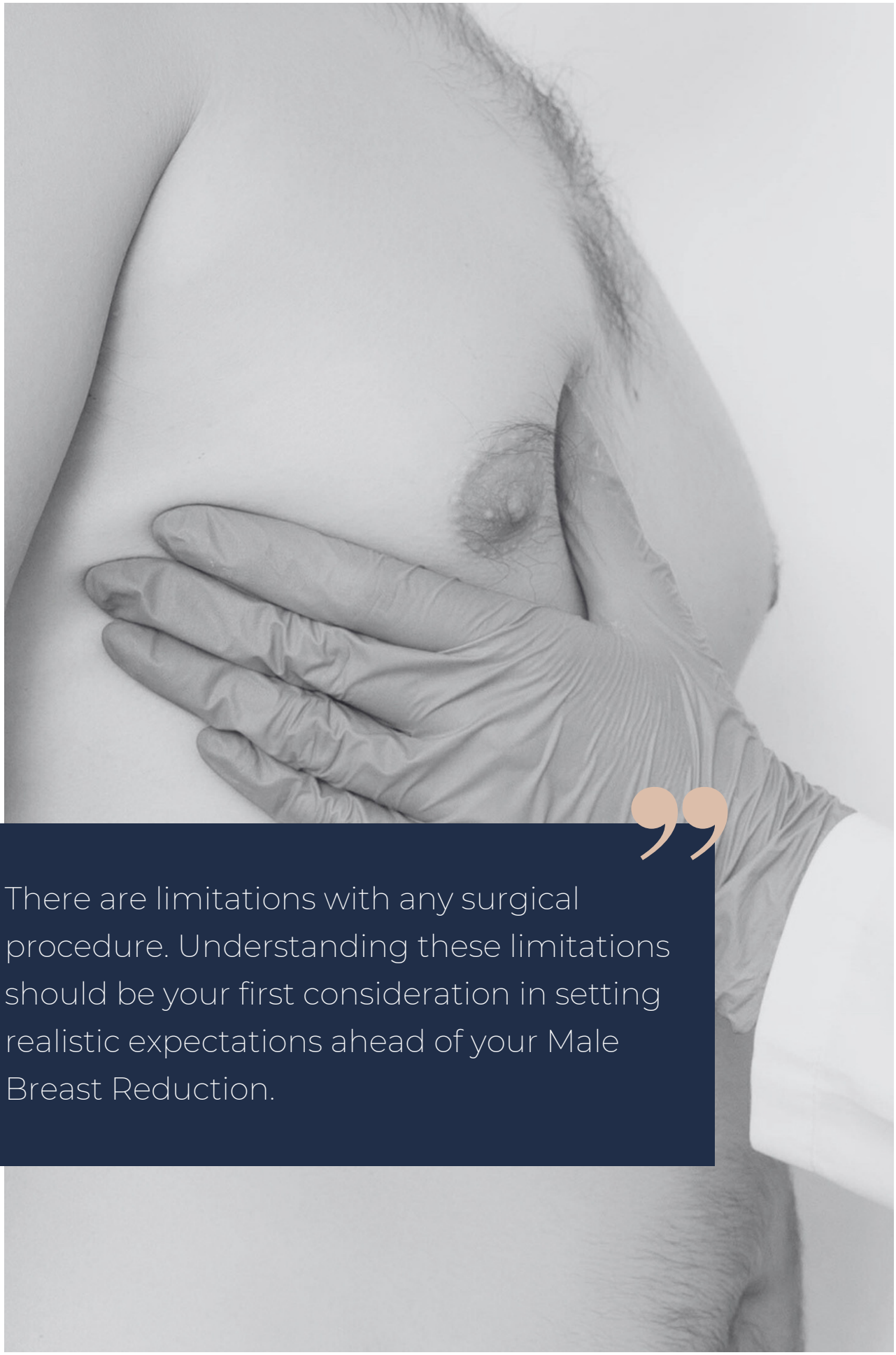
## LIPOSUCTION

When the primary cause of a client's enlarged breasts is excess fatty tissue, surgeons will use the Liposuction Technique. Liposuction involves a small incision at the edge of the areola through which a cannula is inserted. The excess fat Is then removed from the body via vacuum suction.

## HE COMBINATION APPROACH

In most cases, clients present with a mixture of excess glandular and fatty tissue. The most common Male Breast Reduction technique is the Combination Approach (subcutaneous mastectomy and liposuction). Surgeons will, where possible, use the same incision line for both parts of the procedure. This reduces scarring.

**Note:** once the excess tissue is removed, the size and position of the client's areola may need to be altered to reduce the appearance of ptosis (sagging).



There are limitations with any surgical procedure. Understanding these limitations should be your first consideration in setting realistic expectations ahead of your Male Breast Reduction.

# BE REALISTIC ABOUT YOUR RESULTS

## WHAT CAN BE ACHIEVED WITH MALE BREAST REDUCTION

- Effectively addresses Gynecomastia by reducing excess breast tissue.
- Allows for the reshaping of chest contours, addressing issues such as enlarged or asymmetrical breasts for a balanced appearance.
- While complete symmetry may not always be achievable, Male Breast Reduction significantly improves symmetry fostering a more harmonious overall look.
- Male Breast Reduction is often used to address congenital deformities or irregularities in chest development, helping to restore a more natural look.

## WHAT CANNOT BE ACHIEVED WITH MALE BREAST REDUCTION

- Achieving absolute symmetry is challenging due to individual anatomical variations.
- Male Breast Reduction primarily focuses on reducing excess breast tissue, not altering overall chest size. Discuss size expectations during consultation.
- Male Breast Reduction is a cosmetic procedure and does not impact breast sensation or address medical conditions related to sensation.
- Male Breast Reduction aims for improvement rather than perfection, acknowledging that individual healing processes and outcomes can vary.

## RESULTS ARE NEVER GUARANTEED & RESULTS VARY

Understand that results are never guaranteed and the outcomes for one patient may not necessarily reflect your results.

Every body type is different and therefore every body can expect a different result from their surgery.

To minimise the risk of disappointment, be sure to ONLY research results for:

- ☑ Those with a similar body type as you
- ☑ Those who have had the same procedure.

## DO YOUR RESEARCH

Compiling photos, particularly Before & Afters, helps our clients to clearly communicate their desires to their Surgeon.

While compelling, please make sure you're not drawing your inspiration from edited sources.

Opt instead for credible sources; including Before and After images from CosMediTour or your Plastic Surgeon. Unlike the heavily edited images you may find on your socials, these are an accurate depiction of real-client results.

Each year, thousands of happy clients choose CosMediTour. Our Surgeons are exceptional & their Before & After Photos speak for themselves.

VIEW GALLERY

# MAINTAIN AN OPEN MIND

While you will have done your own research, it's important to approach your consults with an open mind and be prepared to shift your expectations in light of the tailored advice from your surgeon.

### A DIFFERENT APPROACH MAY BE SUGGESTED

Your Surgeon may suggest a different approach for your procedure than you were expecting.

We understand that in some cases, this may be disappointing. However, please seriously consider your Surgeons advice as these adjustments will ensure you achieve a safe, superior and long lasting result.

### TRUST YOUR SURGEON'S KNOWLEDGE & EXPERTISE

Trust the experience of your Surgeon - they've not only had over 12 years of specialist Plastic Surgery training, but also years of experience in performing your procedure.

Rest assured. They want the best possible outcome from your surgery, which of course includes ensuring your safety.

> Importantly, if your Treatment Plan is adjusted, then your Surgical Quote will also need to be adjusted.

# EXPECT SOME SCARRING

Your highly skilled Plastic Surgeon will do everything possible to minimise scarring. However, no matter how skilled your Surgeon is, you should expect a level of scarring after your surgery.

## SURGICAL INCISIONS

In Male Breast Reduction, surgical incisions vary based on the technique used. A subcutaneous mastectomy involves an incision around the areola to remove excess glandular tissue.

Liposuction requires a small incision for fat removal. The combination approach, addressing both glandular and fatty tissue, often uses the same incision line to minimise scarring.

## PATIENCE IS KEY

Scarring is a natural part of the healing process and all clients will have visible scarring, to some extent after their procedure.

Everyone's scar management journeys are different and we encourage you to be prepared for this.

Some individuals have minimal scarring with minimal effort after surgery. While others will have more visible post-surgery scarring. Some clients also opt to invest in advanced scarring treatments (e.g. Laser Treatment) to improve their outcome.

Initially, scars may appear red, raised, or slightly discoloured. With time and proper wound care, your scars are likely to fade in the months following your procedure.

Looking after yourself post-surgery is vital to your recovery. Quality rest, nutrition and strict adherence to your Surgeon's care instructions have a direct impact on your ability to heal and your final results.

# RECOVERY TAKES TIME

Recovery periods vary from person to person; however, we advise clients to allow 4 - 6 weeks for post-surgery recovery. During this time, it's important to closely follow the tailored advice provided by your Surgeon. CLICK HERE for more information on Male Breast Reduction Recovery.

### HOSPITAL STAY | Half Day - Overnight

In Australia, Male Breast Reductions are typically regarded as day surgery. So, assuming good general health, clients can leave hospital 2 to 3 hours after they wake. Clients undergoing the procedure in Thailand are required to stay overnight.

### REST TIME | 2 - 3 Weeks

Recovery from the procedure is quite straight forward. Clients can begin walking around on the same day and, depending on the work, can return to work 1 week after surgery. To aid recovery:

- ☑ Avoid driving for 1 week
- ☑ After 1 month, you can resume light exercise
- ☑ Avoid heavy lifting and contact sports for 4 weeks
- ☑ Avoid swimming for at least 6 weeks

### RECOVERY TIME | 4 - 6 Weeks

Wear your compression garment for at least 4 - 6 weeks. The suture lines must be well-healed before resuming any strenuous exercise.

### SETTLING PERIOD | 3 - 6 Months

Swelling and scars will begin to fade after 3 months.

# KNOW THE RISKS

It's important to be aware that all surgical procedures carry risks. Understanding these risks and taking precautions to minimise them will be key to your recovery.

CLICK HERE for more information on Surgical Risks & important ways you can minimise your own risk.

## UNDERSTANDING THE RISKS

Despite choosing a skilled Plastic Surgeon, receiving care in a premium hospital, and following recovery protocols, complications and risks can still occur. What's more, just like recovery timeframes, risk varies from person-to-person.

Prior to providing surgical consent, your Plastic Surgeon will thoroughly assess and explain your exposure to risk and discuss your individual recovery.

For further advice or clarification on surgical risk and your recovery, please consult your Plastic Surgeon, GP or other appropriately qualified health practitioner.

## MINIMISE YOUR OWN RISK

- ☑ Closely read all documentation from your Surgeon/CosMediTour.
- ☑ Precisely follow all advice from CosMediTour and your Surgeon.
- ☑ Disclose your full medical history, medications, vitamins, supplements and smoker status.
- ☑ Be in great physical health prior to surgery.
- ☑ Ensure you have realistic goals.
- ☑ Prepare questions for your surgeon before surgery to cover all concerns during consultations.
- ☑ Ensure proper wound care
- ☑ Wear post-surgery support garments as instructed
- ☑ Avoid activities that may hinder your recovery, including smoking, alcohol, exercise etc. READ MORE

Your safety is our top priority and failure to follow the above may result in your surgery being postponed or even cancelled.

# WE'RE WITH YOU ALL THE WAY

We're here to help you feel confident, safe and supported throughout your journey.

If you have any questions or concerns about your procedure or your recovery, please connect with your Client Manager.

Phone us on 1300 000 633

Send us an online enquiry

## JOIN OUR COMMUNITY

Follow us for inspiration & education.

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CosMediTour

All surgical procedures carry risks. Before proceeding we recommend you seek a second opinion from a qualified health practitioner. This information should not be regarded as a substitute for medical, legal or other professional advice. CosMediTour accepts no legal liability arising from or connected to any material in this publication or on any linked site.