

# THE CHEST YOU WANT THE CONFIDENCE YOU DESERVE

Los Angeles Times THE NEW YORKER KTLA 5 THE ORANGE COUNTY REGISTER

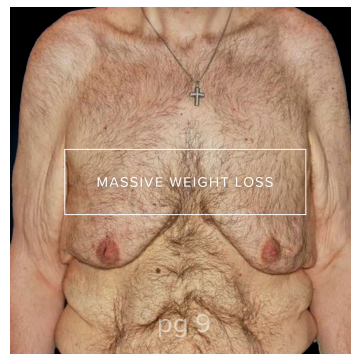
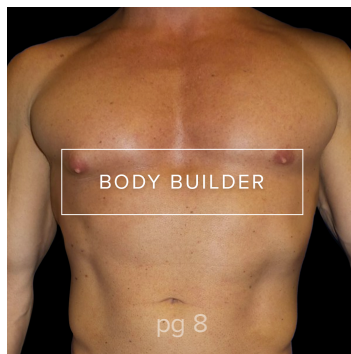
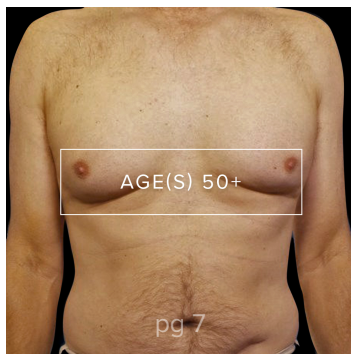
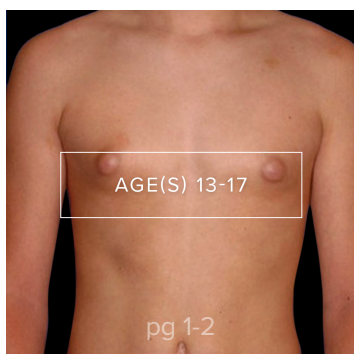


ACTUAL PATIENT  
TRT AUTHOR



by Dr. Cruise, Gynecomastia Specialist

## GUIDE TO GYNECOMASTIA



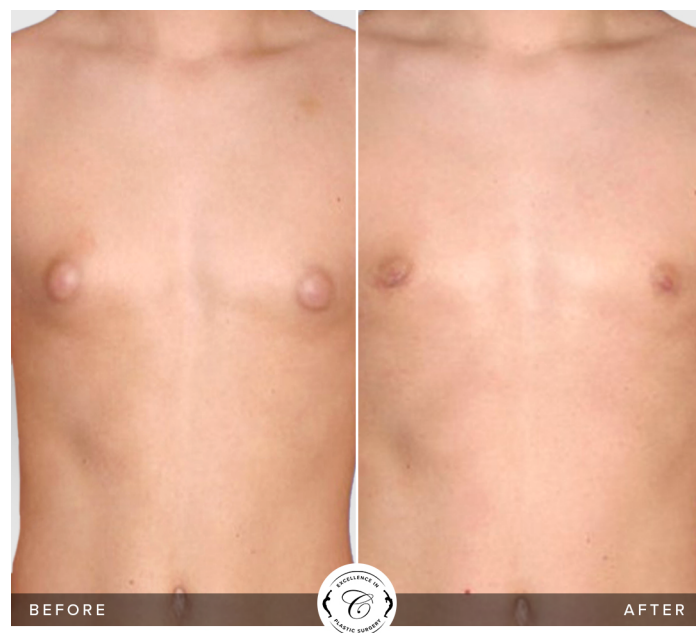
WHICH ONE ARE YOU?



LOCKER ROOM

## WITHDRAWN PUBESCENT (AGE 13-17)

The teenage years are critical for the formation of self-worth. Unfortunately, if gynecomastia develops, it can damage your self-esteem during these already difficult years. You may withdraw, feel trapped, and alone. You may think you are the only one with this problem and therefore have nobody to confide in, not even your parents. Without doing research online, it is also common not to know there is a medical name for enlarged male breasts, which is gynecomastia.



Middle school and high school are emotionally difficult enough; but with gynecomastia, it can be anywhere from uncomfortable to unbearable. To hide your chest from others, you might hunch your neck and shoulders, gaze downward to avoid eye contact, and become more and more reclusive. PE class may feel like torture. You might be feeling depressed, have a poor self image, and want to give up. All of these can have a negative impact on your schooling and relationships.

It is important to know, that gynecomastia may resolve on its own within two years from the onset, but if it doesn't, surgical intervention is available to get rid of it for good.

Now What? I recommend opening up to your parent/s or someone in your life that you feel comfortable sharing your situation with. Or, give us a call and we will support you through this journey.

Call us at 949-644-4808.

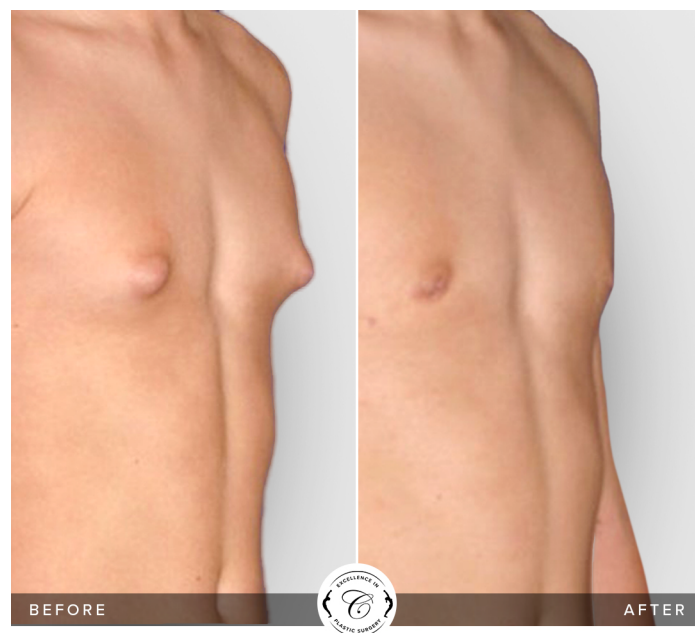




LOCKER ROOM

## WHAT TO DO AS A PARENT?

The most insidious part of suffering from gynecomastia at this early stage is the inability for parents to know exactly what is going on. Is there something wrong or is it “just a phase”. One of the most common complaints of mothers is that their son has become “withdrawn”. The activities that he once could not wait to do have now lost their excitement. Instead of rushing in to join, he now sits on the side-lines. This is particularly true with water sports where he feels he may be exposed or worse, he may be expected to take his shirt off.



## WHAT TO DO

1. Observe. Is your son avoiding outdoor/shirtless activities he used to enjoy?
2. Does he wear a shirt at pool/beach?
3. Is he becoming more reclusive/negative?
4. Is there a decline in his academics?
5. Does he make excuses to avoid PE?
6. Is there noticeable ridicule by schoolmates and even friends?
7. Is he wearing oversized clothing, routine tugging his shirt over his chest?

If your son exhibits some of these behaviors, the next step is to begin a dialogue with him. Try to get him to open up and express how he is feeling. Let him know he can confide in you. Once you are able to assess the situation, you can determine if surgical intervention is something that is worth exploring. If you have more questions about gynecomastia and the treatment available, please reach out to my office.



SKINS AND SHIRTS

## FRUSTRATED POST-PUBESCENT (AGE 18-21)

If you noticed an issue with your chest during the earlier years of puberty, and it has not gone away, you are likely very frustrated. You may have been told it would go away, but it didn't. You may feel an increase sense of hopelessness. Puffy nipples is the most common complaint in this age category, especially with tight shirts. Although your chest skin may be tight and flat enough to wear fitted fitted clothes, you may not feel comfortable doing so for fear the nipples will swell and expose your condition.



You may notice that you place your hands on your hips to flatten your chest when you are around family or friends. And, maybe you have tried building your chest or losing weight but it hasn't helped and may have caused your breast tissue to look more obvious. At this point, gynecomastia is likely on your mind every day; or even many times throughout a day. With the wealth of knowledge on the Internet now, you are finally researching to find out more about your condition. Perhaps you have yet to open up to your parents about what you are going through or maybe you are finally considering opening up.

**Now What?** The most important advice I can provide is that you don't allow yourself to suffer in silence. Open up to anyone in your life that you feel you can confide in and who will be supportive. And, know, that there is treatment available to permanently get rid of gynecomastia. My experienced team is available to answer any questions you may have and to guide you through your journey.





## SELF-CONSCIOUS YOUNG ADULT (AGE 22-29)

Being a self-conscious young adult in image centric world can be brutal. Gynecomastia at this age is similar to those who are 55+; you may be adjusting to having enlarged breasts until something triggers you such as looking into a mirror or at a photo with poor lighting or perhaps a comment made by someone. You likely still avoid fitted clothing or taking your shirt off in public. The biggest concerns are generally puffy nipple especially in tight shirts, a rounded chest fold that looks feminine, and a loss of muscle definition.

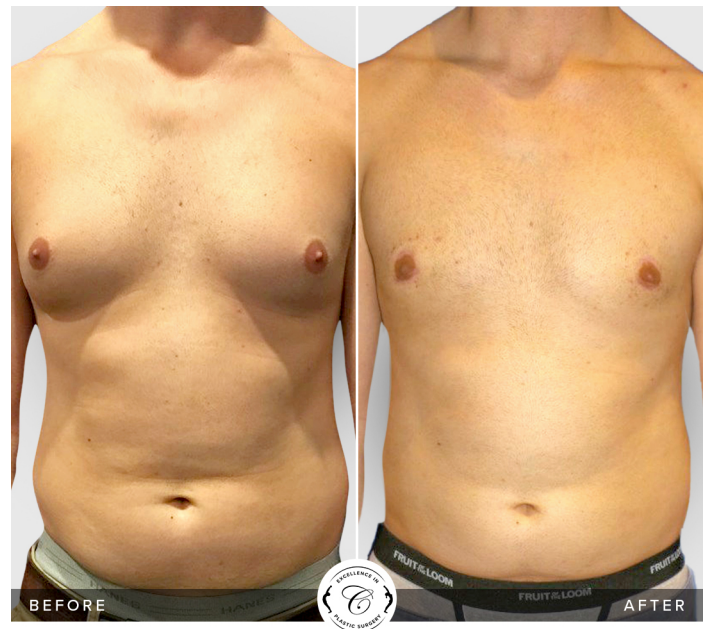


Perhaps you are in college or entering the workforce. Maybe you are interested in exploring treatment options, but finances are a concern. My practice offers financing options and a hardship program. Click the Care Credit link below to learn more about financing options or get in touch with my office for more information.



## YOUNG PARENT (AGE 30-39)

This age group is often a new parent or an old enemy of gynecomastia. If you are single, you are still in the image centric singles world. Clothes shopping and going shirtless is more difficult. Fitted polo's and white T-shirts are often avoided and traded in for looser fitting button downs. Interestingly, if you are married, you are probably somewhat ok with gynecomastia in front of your wife, but if you have kids you are not ok with your chest at the beach or pool.



The desire to do all the fun activities with your children without worrying about your chest may be a powerful motivator for treatment. By this age, your skin is no longer drum tight and cannot hold back the breast tissue. Puffy nipple is less of an issue, however, increased chest volume and chest fold rounding is more of an issue. Weight gain may be a contributing factor as to why the chest looks worse than earlier years.

If you are married or married with children, you may feel guilty spending money on yourself, so you are hesitant to pursue treatment options. I hear this often. My message to you -- you cannot get these years back. If your gynecomastia is holding you back, don't let it continue to do so. Contact my office to learn more about treatment, costs, financing, and more.





COVERING CHEST

## THE MIDDLE AGED MAN (AGE 40-49)

Gynecomastia may seem as though it appeared out of nowhere. Or, gynecomastia may have always been there but wasn't really a concern or bother until now. This is usually attributed to weight gain, decrease exercise, hormones in food, among others. The most likely suspect however, is skin laxity associated with age. You may be uncomfortable taking your shirt off in public settings due the changes in your chest and you may also notice sitting forward with your elbows on your knees.



Even standing could require holding your hands on your hips to help tighten the chest skin. You might be trading in fitted shirts and white t-shirts for loose fitting button downs or blazers. At this stage, your chest appearance will likely continue to look worse as skin sag progresses.

You may have younger children and feel limited in the activities you can do with them because of the embarrassment or discomfort you have with your chest. Or, perhaps you are divorced and want to look and feel your best now that you are back in the dating world. Or, maybe you finally have the financial resources to do something about your gynecomastia.

Regardless of where you are in life, treatment is available to get rid of your gynecomastia for good. Reach out to my office if you are ready to learn more.





## AGING CHEST (AGE 50+)

It is quite common to be more self-conscious about taking your shirt off and exposing your chest than the wrinkles on your face. While an aging face is well tolerated, a saggy chest is not. Going shirtless at the pool or beach, especially with grandkids, is likely not an option. It might be uncomfortable as you feel like others will notice your chest. Eventually, you might avoid it altogether.



If you are around grandkids, even with a shirt on, you have to learn to brush off the unfiltered observations of children. Wearing a fitted polo or light colored shirt is not an option. Eventually, your wardrobe begins to look like an old man because you prefer wearing bulky tops maybe even with patterns to distract from your "man boobs."

Sadly, you may feel that exercise does nothing to help, so you abandon it completely.

The worst part of gynecomastia at this age is that it makes you feel old and helpless. You may feel young at heart but your body doesn't match how you feel.

If you are ready to reclaim your life, get in touch to explore treatment options.





BODY BUILDING

## BODY BUILDING

You have worked so hard perfecting your body and are devastated that you have developed "man boobs." You might be thinking, "What have I done? Now I have a permanent problem." You are not alone. I hear this routinely from my body builder patients.

Gyne in body builders is often an issue of puffy nipples which looks worse in warm/hot climates, stressful situations, etc. It may look ok when it's cold but it's very noticeable when its hot.



You may find yourself pinching your nipples to tighten them back up. Gynecomastia can also ruin the pectoralis muscle definition. The chest fold becomes rounded/feminized instead of ripped.

The most common reason that gynecomastia develops is due to steroid use or even pro-hormones alone. A lot of men are willing to take the risk because friends have done so with no adverse affects. If you have developed gynecomastia, estrogen blockers/anti-aromatases may help only a little and are not a long term solution.

Another common question I hear - "Even if I have surgery, will my areolas shrink?"

The answer is yes, to some degree. If further reduction is desired, this can be achieved.

At this point, if you stopped taking steroids or other contributing supplements and your gynecomastia has not gone away, surgical correction may be needed. To learn more about your options, contact my office.



MASSIVE WEIGHT LOSS

## MASSIVE WEIGHT LOSS

You have worked so hard to lose weight and get to a healthier place, but now you don't know what is worse; being over-weight or having saggy man boobs.

You likely feel like your journey dealing with your body never ends. You probably still can't wear fitted shirts let alone take shirt off in public and might be too uncomfortable for your significant other to see your chest. You still feel trapped in an alien body with no way out.

If you are like most men, you can almost tolerate a loose stomach but not your saggy chest. The embarrassment might be invading almost all aspects of life including health/exercise, social life, sex, career motivation. And, it's taking a huge emotional toll and affecting your self-worth. Depression could be an issue as well.

In your situation, the issue is less about gynecomastia (excess breast tissue) and more about skin laxity. Most of my significant weight loss patients require a chest lift for optimal correction. And, many of them, choose to address their abdomen as well.

The final step in your journey to reclaiming your life is here. If you are ready to begin your transformation, click the button below to get started





Are you struggling with gynecomastia? Do you have a hard time finding shirts that work for you? Are you ashamed to take your shirt off in public in fear that someone may notice your gyne and maybe even make fun of your chest?

Do you remove yourself from social situations to avoid exposing your chest? Are you wearing layers of clothing even in hot weather?

If so, my heart goes out to you. Most of my patients have had similar feelings and experiences. Gynecomastia can hold you back from living the life you deserve, but it doesn't have to.

If you answered yes to one or more of the questions above, let's regain your confidence. Contact my office to schedule a personalized evaluation. During this consultation, we will work together to:

1. Evaluate where you currently are and create a vision for your future.
2. Create a specific plan of action to get you to your desired outcome.

You will leave the visit renewed, energized and inspired to turn your life around.

To claim your Complimentary "Regain Your Confidence" consultation, simply click this [LINK](#).



**JOSEPH CRUISE, MD**  
PLASTIC SURGEON

Dr. Cruise is a fully trained, board-certified, plastic surgeon who has been specializing in gynecomastia correction surgery for over 15 years. He is now regarded as one of the top gynecomastia doctors in the world and has men from across the globe seeking out his surgical expertise.

Dr. Cruise has become a top gynecomastia doctor by dedicating his practice solely to the art of cosmetic surgery and male breast reduction surgery. He is one of the first plastic surgeons to largely focus his efforts on helping men suffering from gynecomastia. He fully understands how powerful quality gynecomastia surgery can be in enhancing one's life. He receives great satisfaction knowing he can help teenagers and adult males improve their quality of life through gynecomastia correction surgery.