



## **Beverly Hills Cosmetic Surgeon David Mashhadian Says Gynecomastia Procedures are On the Rise**

*Dr. David Mashhadian discusses the recent report posted by the American Society of Plastic Surgeons (ASPS) gynecomastia procedures are on the rise.*

LOS ANGELES, CA, June 18, 2014 **/24-7PressRelease/** -- According to a recent study, reported by the American Society of Plastic Surgeons (ASPS), Gynecomastia, also referred to as Male Breast Reduction, are becoming increasingly popular in men. Dr. Mashhadian, founder of Rodeo Surgical Art agrees and says he is also seeing big increases in the now popular procedure.

The ASPS study contributes the increased interest in gynecomastia to the way the procedure appears to boost self-esteem and social functioning support in early innovation and treatment in males. The study states even with mild gynecomastia, patients are reporting positive psychological effects in boys.

"The ASPS study points out that gynecomastia treatment isn't just a superficial procedure," said Beverly Hills cosmetic surgeon Dr. David Mashhadian. "Improving your physical appearance can boost confidence and give you a completely different outlook on life. I believe the study speaks to what our office is seeing in regards to increased interest in gynecomastia."

Researchers conducted a series of assessments of 47 healthy boys who were being evaluated for gynecomastia, then compared them to boys who were not suffering from breast enlargement. The study concluded that the boys with gynecomastia had a decreased overall health, social functioning, self-esteem, quality of life and mental health.

Dr. Mashhadian says the results of the study makes perfect sense based on the influx of gynecomastia procedures he has seen in younger men over the last few years and predicts it will continue to rise.

Beverly Hills cosmetic surgeon Dr. Mashhadian proudly serves plastic surgery patients in Beverly Hills, Hollywood, Santa Monica and Los Angeles, California. For more information about gynecomastia or to schedule a complimentary consultation, please visit his website or call (877) 287-5455.

### **About Rodeo Surgical Art**

Dr. David Mashhadian, founder of Rodeo Surgical Art, is Fellowship trained in cosmetic surgery, a Diplomat of the American Board of Cosmetic Surgery and a Fellow of the American College of Surgeons. He and his experienced staff offer a wide variety of plastic surgery procedures including breast augmentation, body contouring, and facial plastic surgery.

For more information please visit: [www.rodeosurgicalart.com](http://www.rodeosurgicalart.com).

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