

## PROMOTION

Nathan Jeffay focuses on modern operating procedures, including many laser procedures

# Enlightened surgical techniques

**A**LTHOUGH WOMEN have been having cosmetic surgery for years, it is now men who appear to be opting for a bit of nip and tuck. The number of male breast-reduction operations in the UK increased by 40 per cent last year, says the British Association of Aesthetic Plastic Surgeons (BAAPS), the not-for-profit organisation established for the advancement of education and practice of aesthetic plastic surgery. It also revealed that demand for male plastic surgery across the board has grown by 21 per cent.

At BMI Healthcare, Sharon Goring, the cosmetic surgery product manager, reports a boom in male surgery. "It's clear that more men are recognising the life-changing benefits of cosmetic procedures," she says.

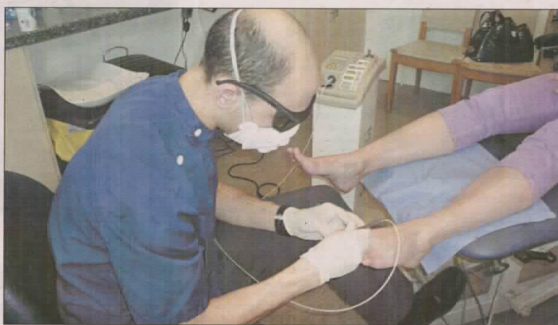
Some 52 per cent of operations for males are breast reductions. These are a response to gynecomastia, which according to the BAAPS affects almost one in three "older men". Gynecomastia (pronounced *gyu-ne-co-mas-tia*) is the enlargement of the male breast, which in many cases has no known cause. Male breast reductions are performed under general anaesthetic, take around 90 minutes and necessitate a six-week recovery period.

Ms Goring does add a note of caution about cosmetic surgery generally. "Despite the increasing popularity and social acceptance of cosmetic surgery, BMI Healthcare is advising people they shouldn't become complacent about it and that it's still important to fully research the procedure and the surgeon performing the surgery," she says. "It is also important to ask about into the hospital's hygiene practices and record of infection rates."

Another male procedure becoming increasingly popular is treatment of benign prostatic hyperplasia (BPH) – enlarged prostate. As men reach middle age and beyond, many need to go to the toilet more often, perhaps getting up several times at night. Often, this change is a result of BPH.

"I started getting up at night to go to the toilet and my flow was becoming weaker," explains Russell Cornish, a 62-year-old from Devon, who developed BPH.

The prostate is just below the bladder and surrounds the urethra, the tube that carries urine from the bladder when one goes to the toilet. Alan



Put your foot down – banish fungus, with laser treatment from The London Nail Laser Clinic

Doherty, consultant urologist of Harley Street Urology, says: "If the prostate becomes very large, it acts like a kink in a hosepipe and means urine does not flow properly."

Greenlight laser surgery – the treatment of choice in America and approved here by the National Institute for Health and Clinical Excellence (NICE) in 2005 – is becoming more common in the UK. It "has revolutionised the way we treat BPH," says Marc Laniado, a colleague of Mr Doherty, Harley Street Urology, based in the Hospital of St John's and St Elizabeth's in St John's Wood, offers this procedure.

"We use a high-powered laser which vaporises the surplus prostate tissue," explains Mr Laniado. The laser is so powerful that it is rapidly absorbed into the prostate tissue. Blood vessels in the target area are also vaporised, so there is very little blood loss. The laser is delivered through a thin fibre, guided into the target area via a very narrow telescope. It is a very safe, precise and non-invasive way of targeting surplus tissue. After the procedure, patients normally return home within 24 hours. "I felt very comfortable after my operation and took the train back to Devon the next day," says Mr Cornish, who had his BPH treated at Harley Street Urology.

Laser technology is changing medical practice in a wide range of areas. Many people struggle for months or

years to treat nail fungus using lotions and pills. The London Nail Laser Clinic says that with the help of lasers it can make feet fungus-free quickly and without pain – often in a single visit. The clinic, established by podiatrists Martine and Michael Abrahams, uses

the PinPointe Foot Laser system, which targets the fungal cells in and around the nail. A standard treatment includes consultation, treatment of all the toenails with the PinPointe Foot Laser and two follow-up appointments. The clinic also provides antifungal spray and

advises on foot care and prevention of re-infection. Patients have a choice of three locations – Notting Hill, west London; Radlett, Hertfordshire and Harley Street, central London.

Up to mid-January, some 78 per cent of the clinic's patients had reported vast improvements in their condition.

Another simple procedure which reportedly brings fast results is laser hair removal. Sue Benjamin, at The Laser Cosmetic Clinic Dollis Hill, in north-west London, says there are few things as rewarding as helping people who, for medical reasons, are dealing with excess hair. With the clinic's recently upgraded laser, "even clients who suffer with polycystic ovaries are thrilled with the long-term hair reduction. Men and women, who have been unfortunate enough to experience the pain of ingrown hairs due to shaving, waxing or threading, are relieved and delighted too".

Naomi Oliver, a practitioner at the clinic, says that laser has become increasingly popular with both men and women as a lasting solution to unwanted hair. Naomi has worked with other lasers, but says that she has had best results with the machine at ICC. It enables her to adjust the settings as minutely as necessary to ensure the appropriate one is used for each individual, resulting in impressive long-term results.

Our dementia strategy

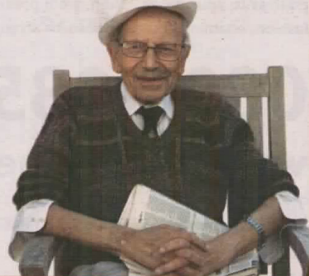
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