




Dr. Garth Fisher



DR. GARTH FISHER IS A WORLD-RENOWNED PLASTIC SURGEON WITH OVER 20 YEARS EXPERIENCE, WHO IS BOARD-CERTIFIED BY THE AMERICAN BOARD OF PLASTIC SURGERY. HIS OFFICE IS LOCATED IN BEVERLY HILLS, CALIFORNIA, USA. DR. FISHER IS THE PLASTIC SURGEON WHO STARTED THE "EXTREME MAKEOVER" PHENOMENON AND WAS THE FIRST DOCTOR SELECTED FOR THE ABC HIT SERIES. THIS INTERNATIONAL TELEVISION EXPERIENCE COUPLED WITH HIS UNPRECEDENTED VISION TO UTILIZE THE MEDIA AS A VEHICLE TO BRING PLASTIC SURGERY INFORMATION INTO THE PUBLIC DOMAIN HAS ACCELERATED AND EXPANDED PATIENT ACCESS ON A WORLD WIDE SCALE. MEDICAL ORGANIZATIONS AND SOCIETIES HAVE RECOGNIZED HIS CONTRIBUTION IN EXPANDING KNOWLEDGE AND THUS ENHANCING PATIENT CARE. DR. FISHER SPECIALIZES IN AESTHETIC/COSMETIC PLASTIC SURGERY OF THE FACE, NOSE, BREAST AND BODY. HIS PRACTICE INCLUDES ENTERTAINERS, CELEBRITIES, BUSINESS EXECUTIVES AND PHYSICIANS FROM AROUND THE WORLD. HIS SURGICAL SKILLS AND CLINICAL JUDGEMENT ARE SOUGHT AFTER BY A LARGE INTERNATIONAL CLIENTELE.

Artistic
Superlative Skill
Unparalleled
Compassionate
Honored
Prominent
Innovative
Committed
Dedicated





Dr. Fisher has been selected as "one of the top plastic surgeons in the United States for facial cosmetic and breast surgery" in Best Doctors in America, an authoritative listing of the nation's most prominent physicians in each medical specialty. He has also been listed annually in the Castle Connolly directory of America's Foremost Surgeons, an honor bestowed on less than 1% of the country's physicians. Los Angeles Magazine named him as "one of the best plastic surgeons in Los Angeles"; a process determined by his peers. Town & Country magazine also listed Dr. Fisher as one of the best doctors for facelift procedures in the United States, and Dr. Fisher additionally appears in Marquis' Who's Who in Medicine and Healthcare. He utilizes the most current advances in technology and innovative medicine, including newer ablative and non-ablative laser applications and scar reduction techniques. His vast experience in performing plastic surgery and creating beauty led Dr. Fisher to appreciate the value of developing and sustaining well nourished skin. Dr. Fisher then professionally committed himself to the development of a superior line of skincare products based upon the rigors of scientific testing and integrity. In order to accomplish these goals he searched for the most capable individual in the skincare industry to assist him. With Paul Scott Premo, a 35 year veteran and respected leader in the industry, he founded CellCeuticals® Skin Care, Inc., in 2006 as an international skincare company. This company, with innovative proprietary core technology was conceived with a responsibility to develop effective and safe skin treatment products based upon scientifically controlled studies. To bring this vision to reality, Fisher and Premo assembled a team of the country's leading scientists and researchers in the fields of tissue engineering, regenerative medicine and therapeutic peptides to create CellCeuticals® Biomedical Skin Treatments, an evolution in the world of skin products.

Garth Fisher, M.D., F.A.C.S. created The Biomedical Skin Treatment Institute® in 2008, to offer a variety of comprehensive and complex medical treatments designed to optimize the health and restoration of your skin. The Institute is committed to a complete renewal and makeover enhancing the scope of the cosmetic surgery experience. Utilizing customized complexion analysis in conjunction with targeted laser and injectable skin care treatments, in combination with nutritional analysis and a new generation of growth factor lipopeptide infused skin care products from CellCeuticals® Biomedical Skin Treatments, an exciting and vital world of skin rejuvenation and skin enhancement is now available from the Institute.

Dr Garth Fisher**Contact**

120 South Spalding Drive
Suite 222
Beverly Hills
California 90210
Phone: 310.273.5995
Fax: 310.273.9079
Website: www.garthfisher.com

insight

INTERVIEW WITH DR. GARTH FISHER



Q There is a recognized medical compulsion to keep tweaking one's appearance. Michael Jackson was arguably the world's best known example of this. Do you ever turn patients away if you feel their expectations are unrealistic or further plastic surgery would not enhance their appearance?

A The intense desire to continually refine one's appearance can lead to unrealistic expectations and unnecessary surgery. Because of my reputation amongst the celebrity and international community, I probably see more patients seeking corrective secondary or tertiary procedures than most surgeons. Not all these individuals have poor results, yet the world of plastic and cosmetic surgery has expanded along with the accelerated pace of twenty-four hour media coverage, the internet and the other instant informational systems. I decline to perform surgery on approximately 40% of the consultations I see. The reasons vary, however my goals are clear. I remain confident that the advice I provide avoids the potential for future complications and faulty expectations. My detailed self-selection process allows me to maintain consumer satisfaction and patient safety at an extremely high level. Though many patients are disappointed that the process excluded them, I firmly believe that using such a surgical preference process, based upon scientific and aesthetic criteria, saves much heartache.

Q You treat many famous people. Is there such a thing as a celebrity plastic surgeon? Are you one? Please, tell us a little about Garth Fisher, the man and his interests.

A I have an incredibly urbane, refined and cultured celebrity international practice, perhaps the most extensive and far reaching in the world. Although the opportunity exists to become self absorbed in this "celebrity culture", it is not a path I have chosen to explore. My satisfaction is derived from an evolved balance between my family and my time with patients. My children provide me with a sense of unparalleled value. Fortunately that asset has translated into quality hours in the operatory. Within that balance I find my own sustenance and joy and thus am able to provide unblemished devotion to both worlds.

Q Men and women today are confronted with a vast array of choices in terms of skin care. Some skin ranges, such as Obagi, for example, rely on a very specific concept of skin care regimen. Others, such as the Perricone range, have established themselves as a "lifestyle" choice and expand into Dr Perricone's "philosophy" of daily living. Skincare products are a vast industry. Please, articulate how CellCeuticals is different and what is different about it in concrete terms. Today's consumer is well educated and keen to find out what actually goes into a skin product and how it works.

A Not every individual is a candidate for plastic surgery, and people are always surprised to hear that I turn away 40% of those who walk into my office because either they are not a candidate for procedures, have unrealistic expectations, or simply their skin is not in an optimal condition for procedures. Now, with the introduction of CellCeuticals® Biomedical Skin Treatments, I am able to offer a clinically effective skin treatment system for those who are not ready for plastic surgery.

CellCeuticals® Biomedical Skin Treatments System is the culmination of more than 15 years of protein and DNA research. CellCeuticals' patent-pending, bioengineered growth factor lipopeptides are developed and tested using state-of-the-art DNA Microarrays and represent the next generation of peptides. Many first-generation peptides used in other products increase expression of genes that code for elastin and collagen proteins; however, they are contra-indicative because they also increase the expression of genes that code for Matrix Metalloproteinases (MMPs), enzymes that break down the protein matrix of the skin.

The CellCeuticals® exclusive and patent-pending growth factor lipopeptides are targeted to increase expression of certain genes (elastin, collagen) and to decrease others such as MMPs and interleukins.

<< ... people are always surprised to hear that I turn away 40% of those who walk into my office because either they are not a candidate for procedures, have unrealistic expectations, or simply their skin is not in an optimal condition for procedures. >>

The CellCeuticals® Growth Factor Peptide (GFP) Cellular Complex is a groundbreaking technology combining next generation growth factor lipopeptides, retinol, and antioxidants in a proprietary nanoemulsion delivery system that targets cellular skin ageing. The GFP Cellular Complex was designed to facilitate a "proliferation response" and eliminate the "inflammatory response" common with other anti-ageing ingredients and procedures.

Studies demonstrate that GFP Cellular Complex triggers cellular stimulation to encourage the regeneration of vital proteins responsible for firmer, thicker, and youthful-looking skin without irritating side effects.

Furthermore, the award winning CellCeuticals® Skin Treatment System has been carefully formulated and undergone rigorous clinical testing to substantiate both product performance and safety.

Q If there is an artistic element in rejuvenating or enhancing a face, how important is the surgeon's own perception of beauty?

A Not all surgeons are created equal. Neither are high skilled artisans. The combination and balance between proper surgical skill, judgement and artistic creativity is often a fine line. Facial surgical results are readily apparent and reveal much about the practitioner's surgical skill and perception of beauty. Like a fine canvas by Bruegel or Michaelangelo's David, the appreciation of form and balance relies heavily upon artistic creativity which is inherently married to an appreciation of beauty.

Q Can you please name some of the most beautiful faces of all time - in your own opinion - existing or dead?

A My wife (photo enclosed), Halle Berry, Audrey Hepburn, Megan Fox, Raquel Welch, and Catherine Deneuve

Q Without your help would some of the most recognized faces in the world still be recognizable?

A I have encouraged some of the most recognizable faces in the world to NOT have surgery and to maintain the facial identity and characteristics that the world has learned to appreciate.

Q Few plastic surgeons take such a holistic approach. Do you see your role as a beauty guru (for want of a better word), rather than just a surgeon?

A My goals are clear. I serve my patients. I have been fortunate to have achieved an appreciation for beauty, structure and form which I have developed into an artistic surgical model. This paradigm has allowed me to sculpt and create physical splendor. This sense of exquisite magnificence only receives recognition because agreement exists among those who perceive such beauty. I am constantly aware that this gift must be used with caution and thus an accolade such as guru or sage or guide to the gorgeous people of the world is clearly a misnomer and a superfluous label.

Q The vast majority of people wish to enhance their appearance. Some are deterred by fear of surgery, others by financial imperatives. The rewards of plastic surgery often tip the scale, yet we are often shown images of people who are both successful and affluent and whose surgery has gone terribly wrong. Why is it that people who have great resources often end up looking worse than the average patient?

A Unsuccessful outcomes occur because consumers are not properly informed and educated. Often they have unrealistic expectations, have chosen the wrong surgeon, or have embarked on a process of change or physical alteration for the wrong reasons. Usually a deficit has occurred in the communication between the patient and the provider. That is truly an unfortunate consequence of the hurried desire for the "change me now" phenomenon. Plastic surgery can be a life-altering event, but the entire matrix of the individual is involved, and an astute and wise surgeon has come to appreciate that balance.



Garth Fisher's choice of the most beautiful faces of all time - My wife, Adriana and Halle Berry

Facial Beautification Procedures



<< The artistic creation of a natural and beautiful face is one of my most satisfying and gratifying realizations. This wonderful patient came to me looking a bit weary, as you can see from the enclosed photographs. She said she actually felt much more energetic and full of life than she looked! >>

Facial Beautification Procedures



Facial Beautification Procedures

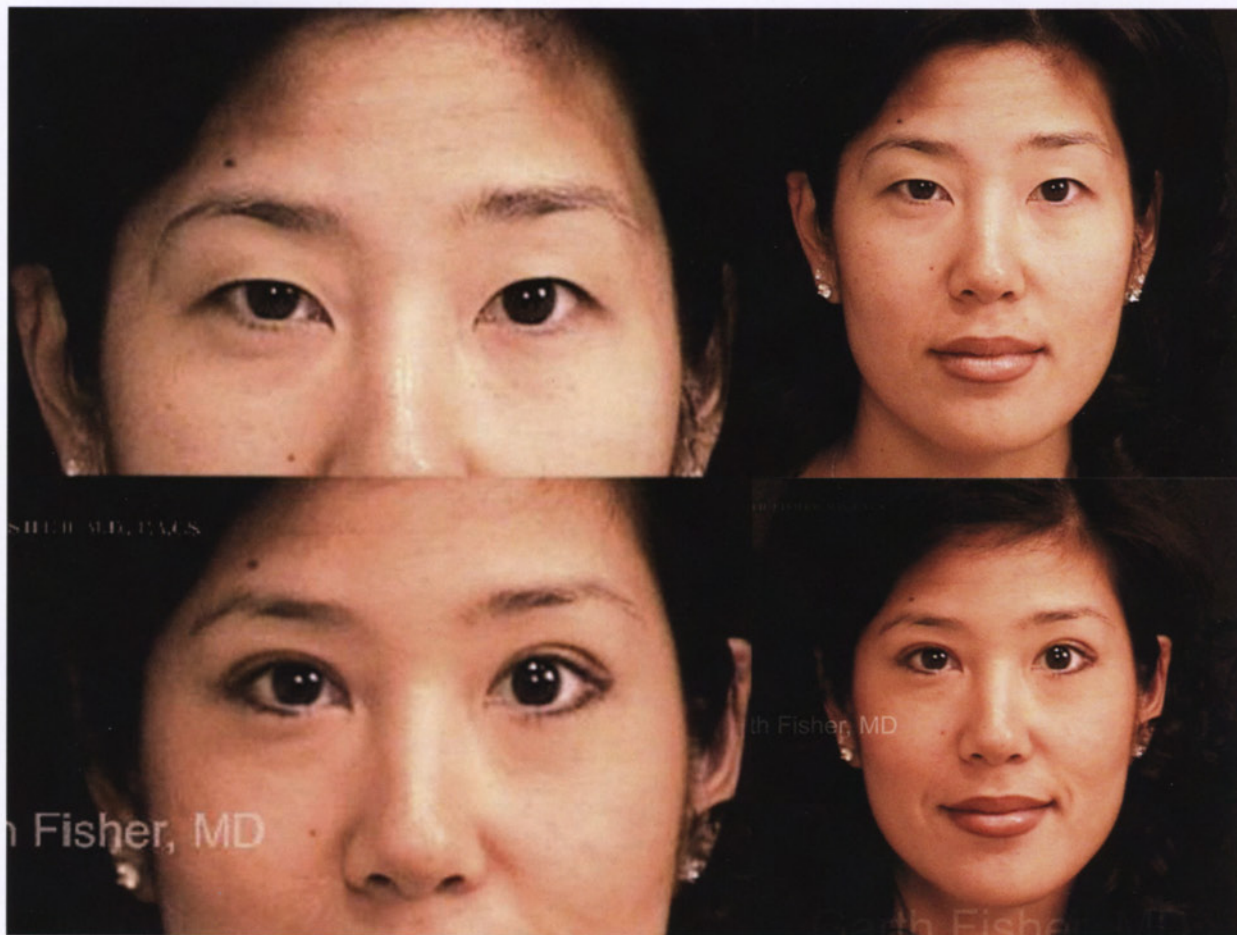


Facial Beautification Procedures

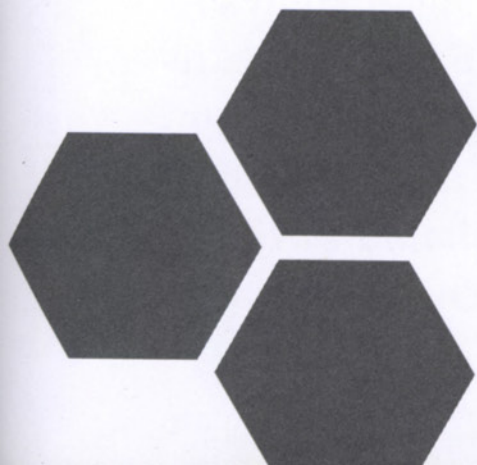


<< During 20 years of surgical experience, I have taken care of some of the most recognized faces in the world and I take pride in providing the highest quality of care with excellent result. >>

Double Lid Upper Contouring



Facial Revitalization Procedure



Brow, upper and lower lid modification and contouring



Brow modification, upper and lower eyelid contouring



<< Before planning a surgical procedure, I initially review a patient's aesthetic "facial frame". The facial frame is comprised of many subtle, but also very important aspects of beauty such as skin quality, hair color and style, as well as eyebrow color and density. I utilize a comprehensive facial analysis to map out effective treatment plans which may include appropriate skincare products, injectables and laser treatments. During this initial consultation, the patient is given the opportunity to get to know my staff and me. They can also use this consultation to learn about effective and reliable ways to optimize their diet and exercise regimens to promote a healthier lifestyle. >>

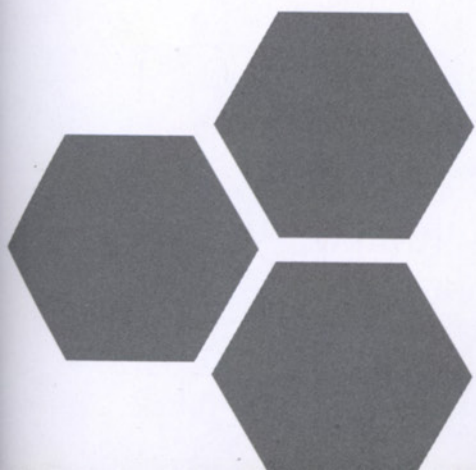
Face, chin and neck contouring



Face and neck contouring



<< My second step is the cosmetic surgical planning. Similar to an architect who first “conceptualizes” a structure, I prepare a detailed and customized plan based on the unique needs, tissue quality, and anatomical features of the patient. I evaluate the many curves, angles and contours of facial features which include size, relationships and proportions. Only after this detailed planning do I use my creative design and my eyes and hands to sculpt a more youthful, beautiful, and very natural face. >>.



Nose reshaping and cheek contouring



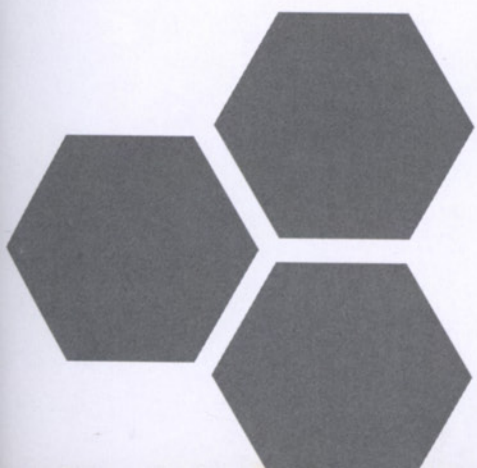
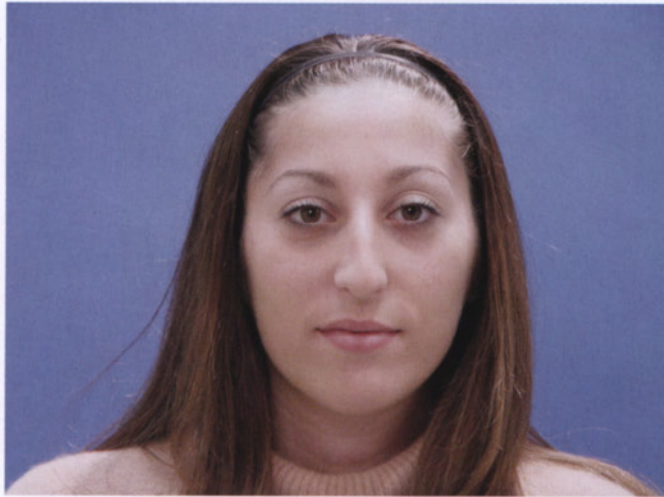
Complex revision of nose and septum



 *the creation
of facial*
BEAUTY

<< My first priority has always been patient safety. Together with my anesthesiologist and operating room staff, I have created a consistently safe, pain free and comfortable environment for our patients before, during and after surgery. >>

Nose reshaping



Breast augmentation



Dr. Fisher is committed to educating consumers about all the procedures, risks and rewards of plastic surgery. He has created and produced the award-winning and highly publicized 5-part series of informational DVDs on plastic surgery entitled, "The Naked Truth About Plastic Surgery®". This is one of the most comprehensive sources of information about plastic surgery available to the public. For more information, visit: www.nakedtruth.com.

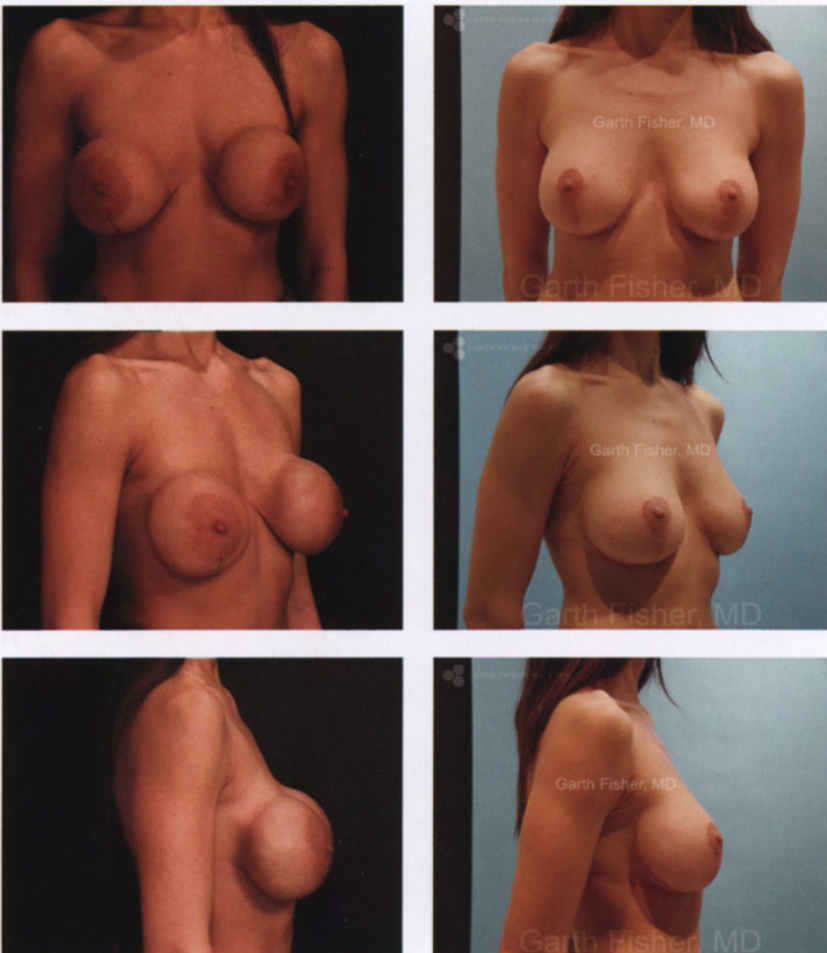
He also created and produced "The Informed Patient Series" which is a DVD series used by other plastic surgeons to inform their patients about the risks and rewards of plastic surgery. Additionally, Dr. Fisher lectures internationally and currently assists other plastic surgeons from around the world in further refining their surgical techniques and sharing innovative and modern concepts. Fellow plastic surgeons from almost every country in the world have travelled to his operatory to learn from him and observe his skill and his techniques.

Dr. Fisher completed his internship, general surgery residency and plastic surgery residency at the University of California at Irvine. He completed further aesthetic and cosmetic fellowships as well as extensive training internationally to enhance his skills.

In 2006, Dr. Fisher was featured in Vanity Fair's "Tom Ford's Hollywood" Special Edition issue and deemed "the enhancer" for his notoriety as the top breast surgeon in Hollywood. He has been consulted extensively for many television, news and magazine interviews. A partial list includes: ABC's "Extreme Makeover", ABC's "Good Morning America", ABC's "Oprah", NBC's "Today" show, CNN's "Larry King Live", "CBS Evening News", "NBC Evening News", CNN, "Entertainment Tonight", "Access Hollywood", "Extra", E!, Discovery Channel, Elle, Allure, GQ, Forbes, Playboy, FHM, People, Time, Details, In Touch Weekly, Los Angeles Magazine, Town & Country, TV Guide, Wall Street Journal, US Weekly, Parade, Los Angeles Times and USA Today.

In 2006 internationally recognized talk show host Larry King personally selected 120 "celebrated and successful friends" to contribute their favorite memories and recollections about their fathers for his book, "Larry King: My Dad and Me, a Heartwarming Collection of Stories About Fathers from a Host of Larry's Famous Friends". Dr. Fisher was personally asked by Larry King to contribute to this inspirational collection of stories.

Complex revision of breast augmentation and lift



Complex revision of breast augmentation and lift



Complex breast revision



<< My staff and I are here to assist you with any questions you may have. You may also visit my website at www.garthfisher.com for additional information and to view examples of my work. For any inquiries, please call the office at 310.273.5995 or email at info@garthfisher.com. >>

