

THE PENINSULA

Beverly Hills



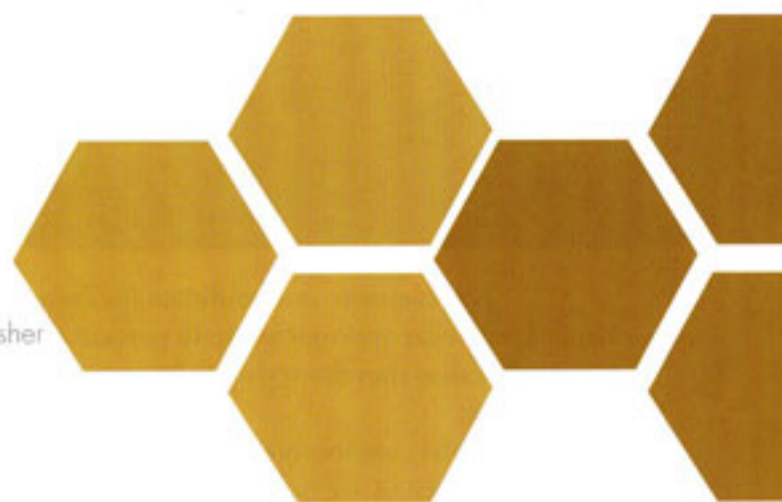
volume 2, issue 1



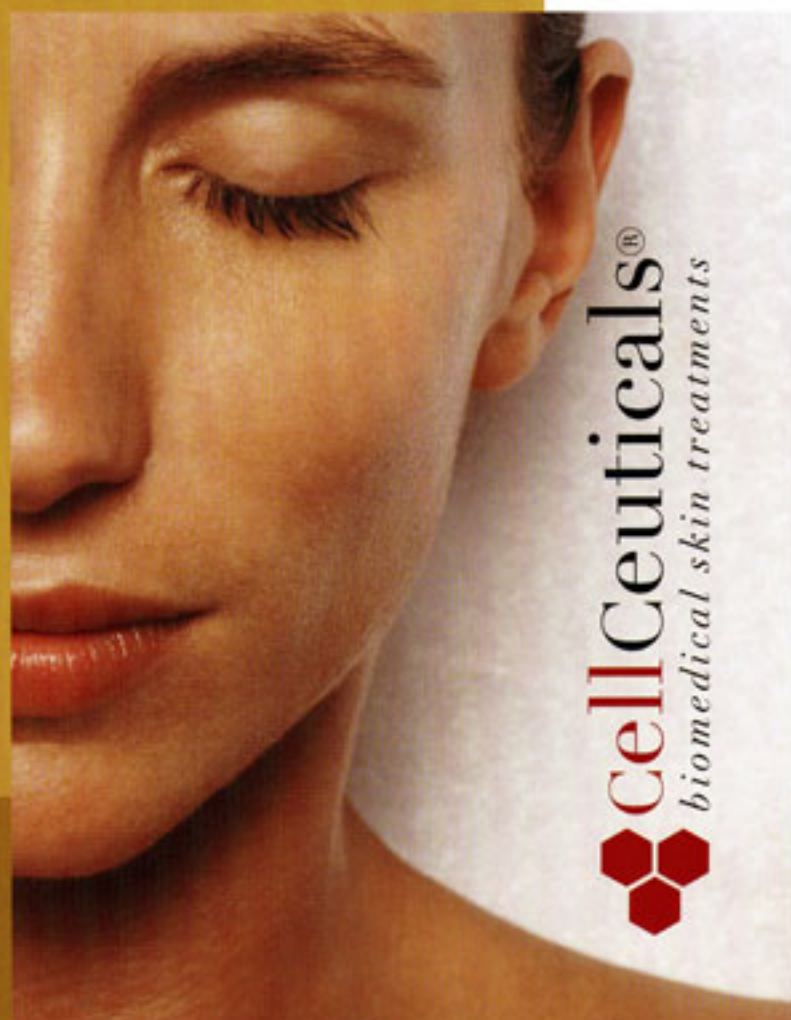
The Eye

Text: Barbara Ben-David Images: Courtesy of Dr. Garth Fisher

Of The Beholder



Dr. Garth 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 "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 he 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.



CellCeuticals®
biomedical skin treatments

Beverly Hills. Contained within the 5.7 square miles of this glamorous city are some of the world's most prestigious hotels, the legendary Rodeo Drive, opulent homes, the finest in goods and services, a diversity of art and architecture, marvelous culinary delights, beautiful parks and of course its 33,000 plus residents...many famous and fabulous. It is also home to many of the talented personalities that are the backbone of the entertainment industry.

Located in a secluded section of this world-famous city are the offices of world-renowned Board Certified Plastic Surgeon, Dr. Garth Fisher, M.D., F.A.C.S. Dr. Fisher's specialty is the esthetic/cosmetic plastic surgery of the nose, face, breast and body. He serves not only the residents of Beverly Hills, but also entertainers, celebrities, business executives and physicians from around the world who journey to his doorstep seeking his surgical skills, judgment and artistry.

"I have many personal surgical nuances that help me with my craft that I have learned and modified in 20 years of practice," states Fisher. "I have very sound surgical fundamentals, do not cut corners, and follow the path of getting the best quality result I can no matter what effort is involved. My goal is always to try to produce a really natural result." Fisher believes in clear communication between himself and his patients. "I do feel I am a very good communicator with patients and am honest with them regarding outcomes and potential downsides of surgery. Handling the expectation before surgery is a huge advantage for the patient and me. I believe that I have excellent surgical judgment, am a perfectionist in the operating room and very fair in dealing with patients. I also feel I have the artistic 'chip' in my brain and am able to translate what is in my brain to my hands...I am always humbly happy to learn and strive for a way to do something better and self critique myself."

Not everyone is a candidate for cosmetic surgery and Fisher turns away approximately 40 percent of the people seeking his services because they are trying to be too perfect or have unrealistic expectations.

"Safety obviously comes first. We work in a fully accredited surgical facility and are fastidious in our methods to ensure patient safety. My anesthesiologist is a board certified MD in that field. I have hospital privileges if in fact there is a very, very rare occasion that someone would have to be admitted to a hospital. Following surgery, we usually transfer clients to an aftercare facility" dedicated to post operative patients."

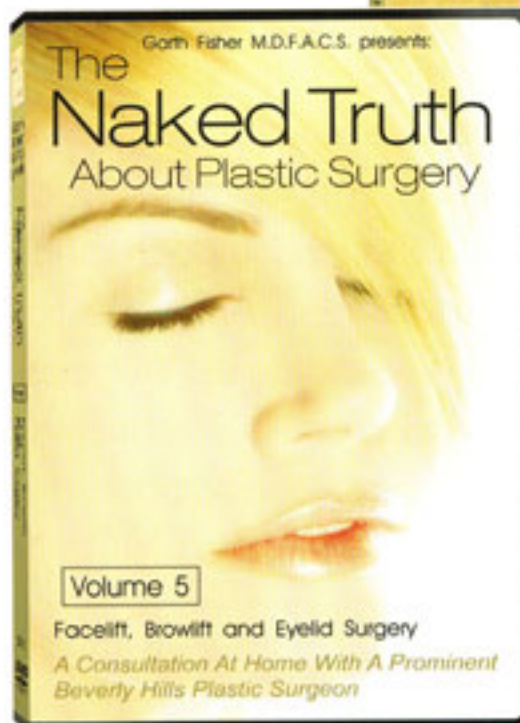
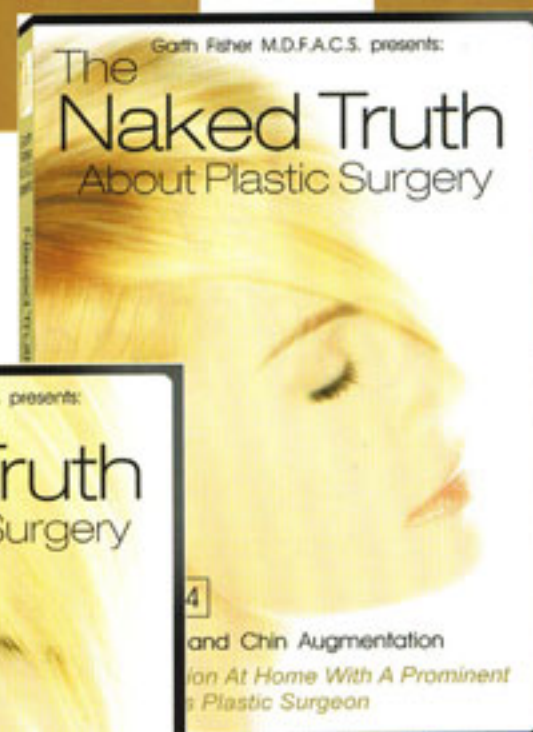
Dr. Fisher's bright blue eyes and gentle manner are familiar to many. He is easily recognizable from his appearances on the popular ABC television series, *Extreme Makeover*. As the first doctor chosen to appear on this show, America watched as he transformed every day people who wanted to correct and improve areas of their face and body. As a result of the popularity of this show, it increased the number of plastic and cosmetic dentistry procedures by 30 percent. Today, *Extreme Makeover* is still running in 150 countries.

To better educate his patients and the public on the procedures, benefits and risks of plastic surgery, Fisher created and produced an award winning 5-part DVD series entitled *The Naked Truth About Plastic Surgery*. Through the use of video, graphic illustrations and photographs, these informational programs provide honest and accurate information for a better understanding of the procedures as well as the surgical experience. Real patients are also included in the segments and viewers are able to see examples of Dr. Fisher's surgical skills. These programs address many of the shared questions people have when they are considering cosmetic surgery.

Recognizing the importance of the health and restoration of the skin, Fisher created *The Biomedical Skin Treatment Institute®* as part of his practice to offer a range of medical treatments including laser treatments, photo facials, laser hair removal, injectibles, dermal fillers and BOTOX® treatments for wrinkle reduction and facial enhancement.

To assess patients' skin, he uses the VISIA® machine that provides a sophisticated complexion analysis. "It's an amazing machine to objectively measure skin quality, including wrinkles, texture and UV damage, and helps to suggest and evaluate the ongoing treatments to address skin quality. This includes laser procedures, photo facials, and skin care regimens and products. I love that it is scientifically and objectively based and is a huge advantage in being able to provide total and complete care for patients."

To offer safe and effective treatments to develop and sustain healthy well nourished skin, Fisher founded CellCeuticals Skin Care, Inc., an international skin care company with beauty industry veteran Paul Scott Premo. In February, 2009, CellCeuticals (R) Biomedical Skin Treatments, a line of clinically validated skin care products to help counteract the visible effects of skin aging was launched. "The first thing you will notice is that your skin will be a lot smoother." The results of an 8-week independent clinical study of the CellCeutical system on aging skin concluded that the three-product system was effective in reducing the appearance of fine lines and wrinkles and improving a number of skin issues such as radiance, smoothness, texture, tone, discoloration and firmness.





The Peninsula Beverly Hills located just around the corner from Dr. Fisher's office is consistently ranked as one of the best hotels in the world. With a shared commitment to excellence and the highest level of service, there exists a natural synergy between these two entities. Dr. Fisher has had a relationship with The Peninsula Hotels for over 15 years having stayed at several properties. He extols everything from the rooms to the restaurants to the monogrammed pillowcases at The Peninsula Beverly Hills. So it was only natural that Fisher would establish a relationship with The Peninsula Beverly Hills and its award-winning Spa. "It is my hope that all of our patients, or as many as possible who are fortunate to check into The Peninsula Beverly Hills, can be pampered throughout their surgical experience. The Spa offers an excellent place to do this pre-operatively. We do not want patients after surgery taking steam baths and saunas or getting a massage, but their family certainly can. The environment however is a good one to sip tea and relax. As for our patients from the Biomedical Skin Treatment Institute whom have laser treatments, we fit hand-in-glove with the aestheticians at the Peninsula who can continue to provide skin evaluation and care during their post-procedure course. We have discussed what these patients need with the aesthetician staff at The Peninsula and often refer our patients to them to continue the care post-operatively. Hopefully they will have a life-long partnership with those aestheticians as well. My office directs and manages the medical care but we are happy to have our patients' skin in the capable hands of the aestheticians at The Peninsula."

Caring for and about his family has been a theme running through the life of Dr. Fisher. In 2006, a moving memory of his father was included in the book, *My Dad & Me: A Heartwarming Collection of Stories About Fathers from a Host of Larry's Famous Friends*, a series of stories compiled by talk-show host, Larry King. In his account, Fisher wrote that at the age of 11, his father, Air Force Major Donald Garth Fisher received orders to undertake a mission in Vietnam. He told his son, "You need to be the man of the family while I'm away." He asked that his son stay strong and focused on caring for the family. Sadly, Air Force Major Fisher did not return from that mission.

Moving from New York to Mississippi, Dr. Fisher, his mother and sister lived with his maternal grandparents until he grew to adulthood. Fate stepped in while he was attending Junior College when working as a janitor at the city hospital to help support himself, he was invited to observe a medical operation. From that moment on, he knew he would enter the field of medicine.

Beverly Hills, California is a long way from Mississippi and the route that brought Fisher to this celebrated town was via the University of California at Irvine where he completed his internship, general surgery residency and plastic surgery residency. To further enhance his skills, he has trained with other internationally recognized physicians and completed additional cosmetic fellowships. This Doctor In Demand has certainly come a long way.