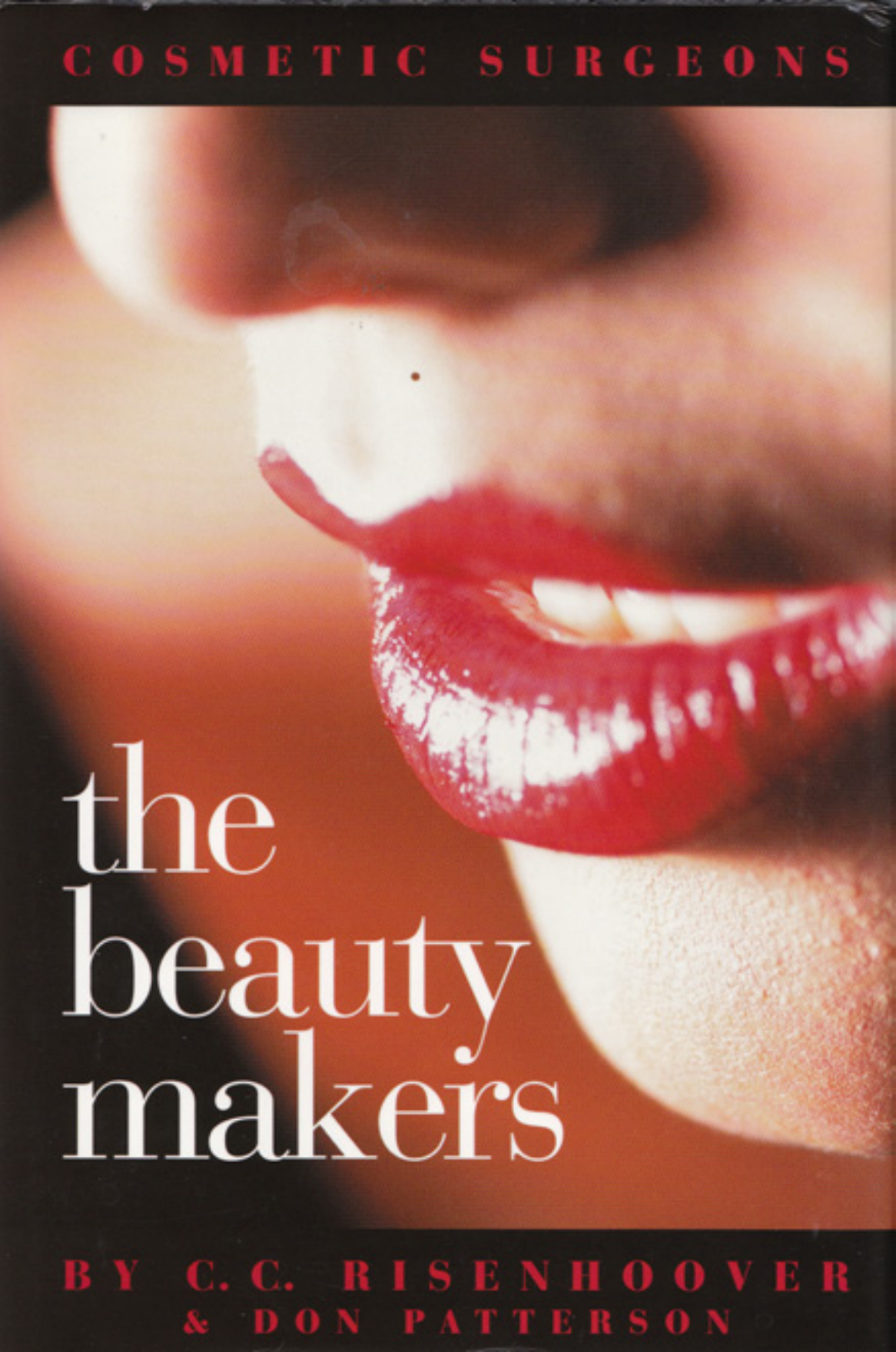


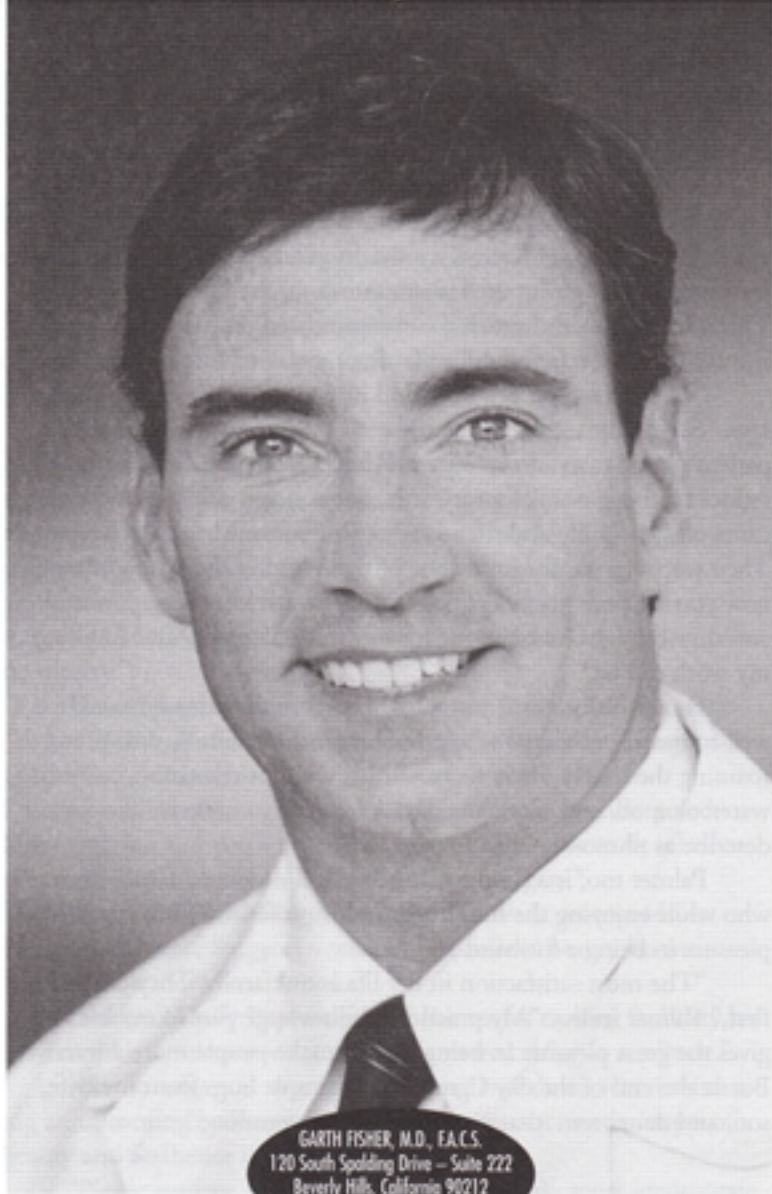
COSMETIC SURGEONS

A close-up, high-angle photograph of a woman's mouth. Her lips are coated in a vibrant, glossy red lipstick. The lighting is soft and warm, highlighting the texture of the lipstick and the skin. The background is blurred, focusing attention on the lips.

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makers

**BY C. C. RISENHOOVER
& DON PATTERSON**

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Dr. Garth Fisher



Thirty years ago she was a top fashion model gracing the covers of *Vogue* and *Harpers Bazaar*. The desire to regain a measure of that bygone aesthetic beauty, that time when her sense of her self-esteem had been enhanced by her classic allure, held her captive.

The mission was clear.

She sought the care of one of the most respected plastic cosmetic surgeons in the country. Her anticipated surgical transformation was thought to be so dramatic that NBC's *Today Show* made a decision. The transformation was to be captured on film. Thus, millions of viewers took part in the unveiling during one week in November 2002, when the *Today Show* aired five consecutive segments documenting her facelift and subsequent healing process, culminating with an appearance by both the former super model and her surgeon on national television.

The show: *Forever Young*.

Three candidates from across America were chosen from thousands of applicants to undergo a cosmetic surgical transformation, completely changing their appearance and their lives. The entire process was captured on film and broadcast on ABC's new reality television show in December 2002 – *The Extreme Makeover*.

Skyrocketing ratings caused ABC to air the show again one week later. So successful were those ratings that ABC contracted with the show's producer to schedule a series of six additional episodes.

So there were two nationally televised "makeovers" on two competing national networks within one month, but just one plastic surgeon, chosen from hundreds – unprecedented in an era of competing networks.

The plastic surgery capital of the world is located ten miles east

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of the Pacific Ocean, where luxury and excitement intersect on a swollen corridor known as much for its fancy boutiques as for the private reservation telephone numbers of its maitre d's.

Here in Beverly Hills the rich and the famous gather to shop, eat and be seen, but even more important to look great and feel pampered. In the field of plastic surgery, only the most successful survive.

Here in the most famous real estate triangle in the United States there is one plastic surgeon that doesn't advertise. His reputation speaks for itself. His name is whispered at cocktail parties and in dressing rooms at the most prestigious boutiques in the country, from Madison Avenue to Rodeo Drive.

In Los Angeles a gifted plastic surgeon commands center stage, no less so than when an Oscar winning director accepts an award at the Kodak Theater. That's because in LA youth and beauty are venerated above all else; everyone is a star, or wants to look like one.

Dr. Garth Fisher, who led what ABC's *The Extreme Makeover* producers termed the "dream team" of professionals, is one of the most sought after and respected plastic surgeons in the country. His patient roster reads like a who's who of Hollywood and corporate America. He's an artist who sculpts human faces and bodies with such care and precision that the end result is consistently a natural and graceful appearance – "never under or over pulled".

He corrects what we had hoped nature had given us, or in some cases, what nature has taken away. Voted by his peers as one of the "Best Doctors in America," he is at the top of his field and shares the throne with his beautiful wife, who just happens to be a television celebrity in her own right.

Dr. Fisher's office is located in a medical building on a cozy, tree-lined street within the din of Beverly Hills activity. On a typical day limousines are back-to-back against the curb. An elevator takes you to the second floor where, at the termination of a private hall ensconced in marble, a hidden camera synchronized with some sort of electronic buzzer, offers those with appointments made a year in advance selective entrance. Entrance gained, you wonder if you are in a medical office

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or in the luxurious living room of a designer from Milan.

A cross section of human experience waits. A woman has come all the way from San Paolo, a man from New Orleans, and another woman from Singapore. It's an international gathering.

A stunning-looking woman walks through the room on her way to one of the examining suites. She pauses for a moment to chat with the receptionist. The conversation is casual, yet with a hint of intimacy. You wonder what possibly could have brought this magnificent looking female to a plastic surgeon's office. The mystique is captivating.

Then you meet Dr. Fisher. The southern accent has been assimilated (cultivated in the Mississippi Delta), but the charm remains. It becomes quite evident that he has the gift of making you feel that it is you, and you alone, who matters. It is, perhaps, part of that southern mystique, but you also know it's not phony – it's real.

Having the vision and the hands to create beauty is, obviously, a gift, just as precious as the endowment bestowed upon the classicalists of ancient Athens and Rome. This gift has led this special doctor to perform almost eight thousand surgeries in just twelve years.

A perfectionist who thoroughly enjoys his patients, Dr. Fisher is always comfortably open and honest with them. His mantra is simplistic: it is the patient who is most important. By striving to perform the surgical experience that provides the most appropriate result, he knows he has offered his best. He lets you know what you can and cannot expect, because unrealized expectations make for a disappointed patient.

The search for perfection can be a demanding taskmaster. New procedures do not necessarily yield better results. It is the surgeon's skill and judgment that make the difference, not always the latest technique or surgical gimmick. Therefore, Dr. Fisher's unsurpassed surgical selectivity creates the rejection of numerous potential patients.

The decision to undergo a cosmetic procedure can foster anxiety, fear and unrealistic expectations. The skill, honesty, integrity, and

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personality of the doctor are defining factors in the overall equation.

Over the years of perfecting his practice, Dr. Fisher recognized the importance of preoperative education and preparation in his patient population. This recognition became very apparent during consultations with patients who were visiting with him for second opinions. These patients seemed to lack the informational base to form educated decisions. It became clear to the doctor that an educational and informational standard of accuracy and thoroughness was missing in the field of plastic surgery. So this gifted and skilled surgeon set out to create something out of that void.

The Naked Truth About Plastic Surgery is a series of five educational videotapes designed to provide potential patients with the most comprehensive, honest and accurate information available. What began as a personal mission, and a desire to impart precise and accurate information to his own patients considering plastic surgery, has developed into one of the most incredible evolutionary educational vehicles in healthcare.

Dr. Fisher is quite clear about the fact that plastic surgery can help improve the way a person looks and feels; and recognizes that most people who visit him want to look better, have more confidence and feel better about themselves. But many people don't even know how to begin to select a qualified plastic surgeon, let alone what questions to ask during an interview or consultation process.

There is abundant information available about plastic surgery from many sources, but how do potential patients determine what is accurate and truthful; separate fact from fiction; and realistic expectations from hard-sell hype? In trying to answer those questions, Dr. Fisher became convinced that a high-class, educational series of videotapes would be an ideal way to educate about plastic surgery and help them make the right decisions regarding their own wants and needs. So he developed the videotape series, **The Naked Truth About Plastic Surgery**, designed so that a prospective candidate for a procedure could follow someone just like themselves on their own personal journey seeking reliable and truthful information.

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People that view the tapes are astonished at how completely and accurately all their questions are answered. The tapes are designed to empower patients with knowledge and information so that decisions can be made in the comfort of their own homes. It eliminates the need to get the most critical information about a potential operation in a twenty-minute, face-to-face, anxiety-laden visit with their surgeon.

And the tapes belong to the patient. They can view them as often as necessary before seeking a consultation or making an informed decision. Never before has "choice" been placed so purposefully in the hands of consumers.

So empowering is this series that physicians from other specialties have joined with Dr. Fisher to develop additional series in other surgical fields.

The doctor, obviously, is a creative and gifted surgeon whose artistic craft has won praise from patient and peer alike. His most ambitious gift might well be that which he imparts to a nation of consumers who require his genius more than ever.

Videotapes and videodiscs are available at
www.nakedtruth.com