

A Father's Day Tribute

Dr. Garth Fisher

on fatherhood, personal & professional reinvention and the business of beauty

by Suzanne Takowsky

Each month of the year is known for a special occasion. And without a doubt June is one of the most important as it carries Father's Day, a day to recognize men whose loving concern and ongoing contributions make a difference in our lives. But it's not just our own fathers and husbands who deserve our appreciation. Each of us know men outside our families who step in to save the day when life gets tough and take on our burdens to make our lives easier. They take time out of their busy schedules to offer advice when things get complicated and stand watchful when we need a strong shoulder to lean on. It's the ripple effect of these men and their heartfelt generosity that helps us, people in our city, country and throughout the world—have better lives. Father's Day celebrates each man who despite the personal heartbreaks he has endured, negative circumstances and obstacles he has had to overcome and fears he has had to face and survive, does his very best to not only live a life that he can be proud of, but a life that we can look up to and aspire to emulate. Men are fathers to the world and caretakers of humanity.

Garth Fisher happens to be one of my favorite people. I've known him for years—way back to when he started his practice here in Beverly Hills. Years of hard work, motivation to be the best surgeon possible, incredible skill in the operating room, an eye for the smallest detail, an iron man will to overcome obstacles and negativity, a sympathetic bedside manner and generous, giving nature have put and kept him at the top. Fisher is a concerned humanitarian who gives of his time and is willing to use his extraordinary surgical talent to help others. And he does it without fanfare or expecting recognition.

Fisher leads an extraordinary life, though you wouldn't know it from him. He is low key and grateful for what he has. One of his most enduring qualities is his deference when it comes to accepting accolades for his work. He always finds a way to point to the next

person in line giving him/her the credit. A doting father to his own two daughters Sierra and Neriah, and stepfather to Josie, daughter of his wife Jessica (a talented businesswoman in her own right) is a role Fisher cherishes above all others. Speaking with him about his children and the importance he places on being a good father is something that never leaves his mind. He felt the devastating pain himself as a child and even still to this day struggles to come to terms with living without the love and support of a father. A Major in the United States Air Force during the Vietnam war, Fisher's father went MIA on a mission and was never heard from again. Fisher was 10-years old. He and his mother and sister made a life out of unanswered questions that the United States government refused to acknowledge. Reports surfaced that his father was alive and a prisoner of war along with hundreds of other military, but no investigation was ever brought forth by the U.S. government to find out the truth. To this day Fisher has no idea what really happened to his dad.

During our interview Fisher told me a story that as I recalled later realized it just didn't apply to his life, but to each of our lives as well. Months back at a business conference, Fisher ran into a well-known and extremely successful businessman whom he knew. The two talked about the heavy demands and obligations that go hand-in-hand with achieving success and how, time consuming and overwhelming life gets the more that you achieve. Fisher asked the man if he had any advice on micro-managing or delegating responsibility that helped him achieve his success. The gentleman said, 'Be careful about delegating or you'll delegate yourself to oblivion. Remember we got to where we are because we are better than everyone else. If you lose sight of that and think that someone can do something as good as you...you will lose your edge.'

When Fisher told me last year that he was set to launch a cutting-edge skin care line, named CellCeuticals, I was

astonished. I remember thinking... how will this man find one spare minute to develop a skin care line? Well, not only did he find the time, but he launched CellCeuticals on QVC to rave reviews. Thousands of clients worldwide have snapped up the anti-aging miracle products making the line a tremendous success. Arguably the most well-known and busiest plastic surgeon on planet earth, Fisher's surgery planner is packed way until the year 2000 forever. He has been profiled in every publication you can think of from Forbes, to Variety Fair and beyond. Television appearances swing from E! to the Biography Channel, ESPN, Larry King, and Oprah. Then, there's Fisher's own reality TV show, ABC's

I've been surrounded by women my entire life; in my family and in my business. I've heard all the complaints about what works and what doesn't. As a plastic surgeon the more involved I got in the beauty business, the more I become aware of not only what it takes to surgically enhance someone's beauty, but of the bigger picture.

Extreme Makeover which made its debut in 2002 and became an instant hit worldwide for years. Each week Fisher performed life-changing incredible plastic and reconstructive surgeries on patients and along with other M.D.'s on the show offered head-to-toe—a new lease on life. To this day, Fisher is considered the 'Godfather' of reality plastic surgery makeover shows and got the ball rolling for all others that followed. Word on the downlow is that Fisher is working on another Extreme Makeover featuring celebrities. But as far as he is concerned mum is the word

and he would not comment on it even though I begged and begged.

Beauty is business for Fisher. And he 'is about as good as it gets when it comes to improving and remodeling what mother nature handed out. Even still when I asked him what true beauty is...his answer wasn't what I expected from the plastic surgeon whose surgical expertise is behind many of the most famous celebrities and well-known social and political faces and bodies in the world. Fisher's extensive training and knowledge of his craft keep him on the cutting-edge of research and new legitimate procedures. He always has his eyes on more efficacious ways to provide the best outcome possible for his patients.

In keeping with his desire to separate fact from fiction Fisher wrote and produced, *The Naked Truth About Plastic Surgery*, in 2003. This award-winning six volume video series is a comprehensive and frankly honest educational series covering all phases of plastic surgery and anesthesia. Included are before and after photos, detailed explanations of the possible risks and benefits, advice on how to choose a surgeon, and viewers have the opportunity to follow the patients through the surgery experience. Every applicable question and answer you can imagine can be found to help potential patients make educated decisions on whether or not plastic surgery is right for them. People worldwide have loved the videos because of their truthfulness and thoroughness. Their design was not to send patients to Fisher...rather to be an educational vehicle that helps to build realistic expectations for anyone considering plastic surgery. These videos cut to the chase where procedure and result are concerned. Fisher is in the process of updating this series. They can be viewed by everyone for free on his website at: www.garthfisher.com. It's not just about

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