

blessed with a unique skill set that allows me to focus and accomplish my goals in a constructive manner. My surgical patients and devotion to the creation of beauty are part of the same paradigm. I've concentrated on the cohesiveness of my "branding" for 20 years. My surgical skills and opportunity to participate in the Extreme Makeover television project were part of the same developmental goal; to increase the public's awareness of surgical procedures. Mystifying surgery does not create the transparency and accountability that our science demands. Consumers make much better patients and have much more acceptable outcomes if they become participants in the process. The Extreme Makeover series augmented and enhanced that process. CellCeuticals was developed as an extension of my desire to

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formulate a scientifically grounded cosmeceutical company that provided high quality and accountable ingredients that could serve as the basic building blocks of an enhanced and nourished skin. Surgery is not for everyone; however a passionate and clinically developed approach to skin care offers validation for everyone. All my projects are part of a continuum that began over 20 years ago and remain on purpose today and provide direction for tomorrow.

ST: What's with all the over the top plastic surgery we see? Do patients force surgeons to do this or are doctors just getting desperate?

GF: Cosmetic surgery is a scientifically based surgical specialty, but also an art which involves judgment and experience. There is a balance in the process of the creation of beauty and the performance of surgery. We've all seen the results of horrendous facelifts on exhibit in the grocery aisles or the escalators of luxury clothing stores. Maybe some surgeons should not be participating in this process? I think there may be an unfortunate intersect of over-commercialized,

over advertised, unproven, gimmicky technology and doctors who combine that technology with bad judgment. The results are shocking. It is also incredulous and disappointing that there are surgeons actually performing facelifts on 20 and 30-year-old women! Maybe they should just say "NO". There is a huge explosion of marketing touting new technology which often does not truly reflect an advancement in technology but is really just a new marketing angle. It often takes years to determine if something "new" is really effective and actually not harmful. Unfortunately, the driver in the market place is no longer the relationship between the doctor and the patient. It's companies marketing new products through ad campaigns to patients that are new but often not necessarily proven to get the results advertised, combined with surgeons who are lulled into accepting such ventures. It creates a vicious cycle of high patient demand and doctors having to purchase the technology or lose business. It's easy to get caught up in that but I don't think it's healthy or serves us. While I embrace new technology, I am very cautious to implement such methods until it is proven. I never jump on the bandwagon and go for the latest and newest item unless it is time tested. There is a quote in our profession that most complications in plastic surgery occur within three months of a plastic surgery meeting. I think that is probably true and reminds me that we always need to put our patient's safety first and not just search for surgical shortcuts.

ST: The concept of what people see as "beauty" these days seems to be distorted. What defines beauty?

GF: Beauty is an interpretation. Beauty is about what makes each individual feel good about themselves. Personally I think that being unique is beautiful. Unique is special and that's what I think is important for plastic surgeons to remember; preserve the uniqueness about a patient and have that patient look as natural as possible. Little details that bother us on our faces and bodies are not noticed by others. We see them and focus on them and look for perfection even though the uniqueness that each of us have is what makes us special. I tend not to go along with patients who focus on perfection. My philosophy is: there are patients you can help. There are patients you can't help and there are patients you shouldn't help.

SAVE the DATE



She's HAIR FASHION ACCESSORIES

Announces its Grand Opening Celebration & Ribbon Cutting Ceremony by Beverly Hills Mayor—Jimmy Delshad

Ms. Yan Yan Zhang, founder & CEO of She's USA, LLC internationally renown high fashion model, Red Carpet Stylist and distinguished Beverly Hills Times Magazine columnist for High Fashion and Accessories requests your presence as she launches her stunning, exquisite and elegant new line of Hair and Fashion Accessories.

Beverly Canon Gardens Building—Vitrine B
(Adjacent to the Montage Beverly Hills Hotel)
240 N. Canon Drive, Beverly Hills, California
July 22, 2010 at 5:00 PM

to be followed by an exciting Jazz Concert in the Beverly Canon Gardens sponsored by the Canon Drive Association and the City of Beverly Hills

Beverly Hills Annual Chili Cookoff



SAVE THE DATE

The Annual Chili Cookoff will take place on Sunday, August 2, 2010 at the Beverly Hills Farmers' Market. Look for entry forms for the Chili Chefs to be available soon. Check City of Beverly Hills website: www.beverlyhills.org