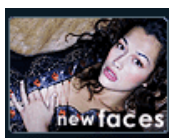


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pick of the week

by Elyse Glickman

CellCeuticals



The Complete Cell Job

Dr. Garth Fisher, a world-renowned, Beverly Hills-based Plastic Surgeon board-certified by the American Board of Plastic Surgery, has taken time from his busy schedule and high profile caseload to make the rounds at such high profile, trend-establishing events at **GBK's 2010 Golden Globes Suite** at the Mondrian Hotel and **Stacy Broff's 2009 Eco-Emmys suite** last fall at the Sofitel. **CellCeuticals** was also the anchor sponsor of **The Berg Group's Valentine Romance Sneak Peak Oscar Suite**. And a busy caseload it is. It includes his presence in ABC's hit **"Extreme Makeover"** series and authoring the acclaimed book series starting with, **"The Naked Truth,"** considered an essential consumer guide for those considering plastic surgery.

Though he has one of the most exclusive client lists in America, his vision to employ the media as an instrument to bring plastic surgery into the public domain and ease process of informational access to patients internationally. His CellCeuticals® Biomedical Skin Treatments collection, co-created with beauty industry veteran **Paul Scott Premo** back in 2007, is a technologically advanced, clinically validated, premium skin treatment products intended to enable people from all walks of life to take better, more preventative care of their skin so (hopefully) an extreme makeover may be less necessary. On a larger scale, Dr. Fisher's goal for the line is to emerge as a global leader in the research and development of innovative products based in biomedical technology that target skin aging.

While the doctor and his associates have introduced a variety of celebrities (including **Kim Kardashian, Brooke Burke, Gloria Estefan** and **Ana Ortiz**) to his CellCeuticals Skin Treatment Program Kit (containing the extremely gentle **skin cleanser, CellGenesis Regenerative Skin Treatment, Extreme Defense AntiCell Damage Skin treatment, CerActive Active Moisture and Barrier Repair Skin Treatment** and **NeoCell Micro Resurfacing Skin Treatment**), at the GBK Globes event, even with torrential rains on the horizon, he was very excited about introducing his **PhotoDefense moisturizing sunscreen** (\$45), which not only blocks harmful UV rays, but also makes sticking to his program all the more easier.

The CellCeuticals Skin Treatment Program Kit is available at www.cellceuticalskincare.com and **1-888.695.0335** for a special introductory price of (\$120).

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