



Ask any of his peers, and they will agree that Dr. Arthur Swift is one of North America's finest cosmetic surgeons. Board-certified in plastic surgery, Dr. Swift teaches and lectures at aesthetic conferences worldwide; he has served on the executive of a dozen elite professional organizations, and his compassion, artistic understanding and surgical expertise generates abundant client referrals from across the globe. He has appeared on local and national radio and television shows in both Canada and the United States, and is regularly consulted and quoted in the print media as an expert in all facets of cosmetic surgery. His ultra-sophisticated private medical facility, The Westmount Institute of Plastic Surgery, contains the most scientifically advanced technology and an ambience that enhances the "healing arts"; privacy, elegance and comfort are incorporated throughout.

Dr. Swift's medical knowledge and surgical skills have established him as an expert in every sort of aesthetic surgical procedure, from breast enhancement, to body sculpting, nose reshaping, facelifts and laser peels. His practice is based on patient referrals, and he emphasizes a natural appearance in his cosmetic techniques. A trend-setter in the rapidly developing field of minimally invasive procedures, Dr. Swift's non-surgical face and eyelid rejuvenation through his innovative use of "injectables" have made him world-renowned. It is no surprise that he is a clinical investigator and sits on the global advisory board for many of the world's leading pharmaceutical companies in the cosmetic industry.

Dr. Swift has always been a champion of the avant-garde, embracing new methods and technologies to better serve his patients. Early in his career, he was among the first surgeons to adopt liposuction, and in the same visionary spirit, he now offers "SmartLipo", a high-tech variety enhance by laser assisted skin tightening (and performed under local anaesthesia).

A trend-setter in the rapidly developing field of cosmetic injectables, Dr. Swift has recently pioneered and trademarked a revolutionary approach to non-surgical facial enhancement: Beauti'phi'cation™. It is a medical application of the concept that ideal beauty might be a universal notion, provable by the mathematical concept of "phi" (the golden ratio) long used by artists and architects. According to Dr. Swift's experience, deploying a combination of subtle, strategically placed therapies (such as injectable fillers and Botox®, to put things simply) in specific proportions, he is able to maximize a person's beauty potential. Remarkably, his findings dovetail precisely with the

work of Michelangelo, da Vinci and Stephen Marquardt's golden facial mask, and its application to cosmetic injectables it's nothing short of awe-inspiring. Dr Swift's Beauti'phi'cation offers an answer to the simple question he asks his fellow doctors on his lecture circuit: "Are we selling patients short? Shouldn't we be Beauty Maximizers rather than simply Rejuvenators?"

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