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Next of Skin

Katie Rodan and Kathy Fields: Dermatologists

By Theresa O'Rourke

Katie Rodan and Kathy Fields have been b.f.f.'s since they met at med school in the mid-'80s: They were brainy, brunette, and hell-bent on creating products that worked. Rodan says, "We knew women wanted to improve their complexions..."

"...without treating their skin with medicine," Fields says. (They finish each other's sentences.)

Their first foray was the acne-fighting Proactiv Solution line. And though they've just published *Unblemished*, a book about...blemishes, pimples aren't the sole skin problem they want to clear up. Under the Rodan & Fields label (recently acquired by Estée Lauder), they've released three new kits: Clean, for blackheads; Calm, for redness; and Radiant, for unevenness and fine lines. But, Rodan says, "Our practice is still the core of what we do because..."

"...if you lose that human touch, you're just working in a vacuum," Fields says.



Rodan (left) and Fields first met at Stanford University in the '80s.



On the set of the Proactiv Solution infomercial

Significant Others

Like most dermatologists with their own lines, Rodan and Fields like to plug their own brands. Unlike most dermatologists with their own lines, they like to plug *other* brands, too.

ACNE: The doctors generally advise against mixing and matching products ("They're usually less effective because one might undo the good of another," Rodan says). But this threesome (L'Oréal Pure Zone Skin Balancing Cream Cleanser, Clearasil Adult Care Acne Treatment Cream (1), and Aveeno Clear Complexion Daily Moisturizer) make good bedfellows due to their one-two-three punch of salicylic acid, sulfur, and soy protein.

SPF PROTECTION: Rodan and Fields preach sunscreen the way a Baptist minister preaches salvation.

"It's an absolute must!" Rodan insists. Her favorites are Estée Lauder SunBlock for Face and Clinique Sun Care Face (2), both SPF 30. And don't forget your lips, says Fields. During the day, use an ointment with SPF, such as Blistex Lip Balm. At night, she prefers heavy-duty emollients like Bag Balm (3)—because it's strong but gentle enough for your mouth.

ANTIAGING: The dermatologists recommend retinoids Renova (4) or Avage. "They're proven and FDA-approved," Rodan says. "Everything else is just a fancy moisturizer." One fancy moisturizer they like, however, is Crème de la Mer. "It delivers intense hydration and decreases wrinkles," Fields says. "Just know that it's temporary."



Britney Spears swears by Proactiv for her acne.



Renée Zellweger likes the new Rodan & Fields line.



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Learn more about skin care problems and solutions at rodfields.com.

The Five Commandments

According to Rodan and Fields, women are most concerned about blemishes, wrinkles, sun damage, and blotchiness. To beat these usual suspects, you should:

1. Be patient with your products. It usually takes two months to see visible improvement, says Rodan. "People treat skin-care routines like diets; they throw in the towel if they don't see instant results." She attributes part of the success of Proactiv to its packaging and relatively high price. "It's easy to use, and if you put

in the money, you'll put in the time."
2. Assume the missionary position, says Fields. Sleep on your back to avoid the fine lines caused by crinkling your skin on the pillow while resting on your side or stomach. If you find it hard to doze off that way, place a hot water bottle under your neck to relieve neck pressure.
3. Know that spot treatment yields spotty results. "Spot-treating acne and pigmentation not only doesn't work; it backfires," Rodan says. "For instance, if you use hydroquinone solely on a dark spot, you'll create a 'halo' of

light skin around the offending area."
4. Keep your regimen simple. Pare down your routine if you regularly use more than four products. All you need are the basics: a glycolic acid-based cleanser, a moisturizer, a sunscreen during the day, and an antiaging retinoid at night.
5. Realize that small things can have a big impact. If you don't want Botox or prescription products, says Fields, try creams with high-powered ingredients such as lactic acid (which encourages cell turnover) and antioxidant vitamin C (which helps smooth out fine lines).