

Oakland

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Medical Guide

DECEMBER 2008





DR. KATIE RODAN

DERMATOLOGY

ALTA AESTHETIC ASSOCIATES, OAKLAND

Rodan, 53, was born in Southern California and received her undergraduate degree in history from the University of Virginia, and her medical degree from the University of Southern California School of Medicine in Los Angeles. She completed her internship at Los Angeles County Hospital and her residency in dermatology at Stanford University School of Medicine, where she was appointed chief resident.

A world-recognized expert in her field, Rodan is the co-developer of the Proactiv Solution, a

three-step acne management system, and the Rodan and Fields line of skin-care products developed with her business partner, Dr. Kathy Fields, a San Francisco dermatologist. Rodan has a private practice in medical, surgical and cosmetic dermatology in Oakland. She is the mother of two daughters, 22 and 19, and resides in the Oakland area with her husband.

How has the field of dermatology evolved?

I used to treat a lot of women and teens suffering from acne. When I moved my office from Fremont to Oakland eight years ago, I began practicing cosmetic dermatology. My clients are women, primarily in their 40s to 60s, who want to look as good on the outside as they feel on the inside. Some of my more popular anti-aging procedures include Botox, a cosmetic injection

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—DR. KATIE RODAN

for frown lines, and Restylane, a cosmetic dermal filler. We also use lasers to treat patients who have redness, wrinkles and broken facial capillaries.

So is 60 really the new 40, and have society's views on aging changed over the years?

Absolutely. I look back at what 60 looked like in the media when I was a child, and I remember images of Granny Clampett from *The Beverly Hillbillies* and Aunt Bee from *The Andy Griffith Show*. Today's images of 60 are vital, beautiful women like Goldie Hawn and Susan Sarandon who are still in the game. Both of my parents are in their 80s and continue to work full time. The last thing I want to think about is retirement—my job is my youth pill.

Your Proactiv Solution, which debuted in 1995, has helped a lot of people effectively fight acne. How did the idea for Proactiv come to fruition?

I suffered from acne as a teenager, and I know how the condition affects a person's self-esteem and confidence. My colleague, Dr. Kathy Fields, and I saw a huge hole in the way that acne was being treated. Oral antibiotics used to be one of the only ways to prevent acne, but they aren't the best solution for long-term use. We weren't looking to create a big business. We just wanted to create a product that would help treat and prevent acne in people of all ages.

Are you in the process of developing any new skin-care products?

Dr. Fields and I hope to be to skin care what Dr. Scholl is to the podiatry field. We are developing many new products that effectively treat common dermatologic conditions and are tackling problems such as sun damage with our new Reverse product line. We also recently made our products available through independent consultants as opposed to being sold in retail stores. We're excited to offer women the opportunity to work from home and be their own boss. ■