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Contact: Mimi Field
mimifieldpr@comcast.net
925-373-6717

**Timothy J. Falla, PhD Joins Rodan + Fields® Dermatologists as Vice President,
Research and Development**

SAN FRANCISCO, CA – March 1, 2011 – Rodan + Fields Dermatologists, the clinical skincare company founded by Stanford University-trained dermatologists Katie Rodan, M.D. and Kathy Fields, M.D., announced today the appointment of Dr. Timothy J. Falla as Vice President, Research and Development. In this newly created position, Dr. Falla will work closely with Dr. Rodan and Dr. Fields in developing the brand's product line. In this capacity he will lead the company in defining and creating the product pipeline and securing the company a leadership position in the skincare market. Dr. Falla will oversee the product development team and will report to Lori Bush, President and General Manager of Rodan + Fields.

"This is an incredibly exciting time to be joining Rodan + Fields as the company evolves to the next level," said Dr. Falla. "I am thrilled to become part of this entrepreneurial and dynamic leadership team."

For more than 15 years Dr. Falla has worked in the discovery and development phases of technologies for prescription drugs, OTC (over the counter) dermatology products and state of the art platform technologies for a wide range of skin care products. From 2001-2011 he served as Vice President and Chief Scientific Officer of Helix BioMedix Incorporated where he was responsible for all aspects of clinical and non-clinical development of dermatological products. These technologies have been incorporated into more than 100 skin care products targeting a wide range of skin conditions including acne, rosacea, hyper-pigmentation, photoaging and inflammation.

Prior to that he served as Principal Scientist at IntraBiotics Pharmaceuticals Inc., where he discovered and developed a proprietary systemic antibiotic. His work has resulted in more than 10 patents and patent applications as well as 40 peer reviewed publications. A sought after expert in his field, Dr. Falla has presented at numerous international scientific conferences.

"We have worked with Tim in the past to help develop some of our peptide technologies and are delighted that he will be joining our leadership team," said Bush. "His extensive experience in the beauty and personal care industry, along with his ability to present very technical information in a digestible and credible manner will be a great asset to the company and the thousands of independent business owners who represent our brand."

Dr. Falla holds a Bachelor of Science in Applied Biology from the University of Wales, Cardiff and a PhD in Molecular Epidemiology from Oxford University and the University of Wales, Cardiff. He conducted post-doctoral research at the Antimicrobial Research Centre at the University of Leeds UK and the Department of Microbiology at the University of British Columbia.

About Rodan + Fields Dermatologists

Founded by Dr. Katie Rodan and Dr. Kathy Fields, the creators of Proactiv® Solution, Rodan + Fields Dermatologists is a direct selling skincare company that offers individuals the confidence of healthy, radiant skin through clinically-proven skincare regimens, as well as the opportunity to gain freedom and financial security as independent business consultants. Founded in 2002, the company made the unprecedented move out of department stores in 2007 and into the world of direct selling in order to take the doctors' successful dermatological philosophy and unique personal approach to business one step further. Products are available through Rodan + Fields Independent Consultants, and at www.rodanandfields.com.