

# Rising Star

CALIDORA SKIN CLINIC

SEATTLE

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**A** personal pursuit for quality skin care gave Colette Courtion all the motivation she needed to open her own clinic. Her confidence came from more than 11 years of marketing, finance, and new product and business development experience at Pepsi-Cola, Starbucks Coffee Company and venture capital firm Maveron.

Calidora Skin Clinic came to life in 2005 after Courtion formed a core team of skilled medical and aesthetic practitioners, and “out-of-the-box” thinkers. “Calidora was born out of my own frustration and personal experience,” she explains. “I wanted glowing, flawless skin, but as a busy professional woman,

I didn’t have the time to research the treatments that would be most appropriate for me. I found I wasn’t alone; friends, family and business colleagues had similar experiences.”

Under the direction of Calidora’s chief medical officer and respected plastic surgeon Richard Baxter, M.D., the clinic offers more advanced treatments than do traditional day spas. It also provides more personal service than is found in physicians’ offices. Its innovative skincare program, The Calidora Skinplan, uses photo-imaging technology to holistically analyze clients’ skin, measuring key factors such as pigmentation, pore size, moisture, pH levels and UV damage.

Based on the analysis, a team of experts develops a personalized skincare plan. It includes recommendations for custom-designed rejuvenation treatments and an at-home regimen to complement clinical treatments.

Calidora’s dedication to improving people’s lives extends beyond problem skin. The clinic supports philanthropic organizations that promote health, social services, and art and culture in the community. Cystic Fibrosis Foundation, Dress for Success Seattle, Pacific Northwest Ballet and Ronald McDonald House are some of the not-for-profits that benefit from the company’s corporate giving program.

There are currently four locations in western Washington, including Seattle and Bellevue. The successful business model is steering the company toward national expansion. “People come to us with their skin problems, and leave with answers and a plan that leads to healthier, more vibrant skin,” says Courtion. —R. Emde



Colette Courtion