



## Four Decades of Care

Satellite Healthcare marks four decades of elevating the standard of care for patients with chronic kidney disease.

Forty years ago, patients undergoing kidney dialysis were often forced to travel long distances to impersonal regional medical centers, where treatments could take up to 12 hours. Thankfully, Dr. Norman Coplon was determined to change that. Coplon, director of the Renal Care Unit at Stanford Medical Center, established the tiny San Jose-based nonprofit Satellite Dialysis, offering patients a calm, home-like setting and expertly trained nurses and technicians who teach them to take a more active role in their treatment.

Today, the renamed **Satellite Healthcare** has grown by leaps and bounds, serving more than 5,500 patients with chronic kidney disease through more than 65 centers in five states. In addition to dialysis centers, Satellite's WellBound centers provide self-care training for home dialysis patients and pre-dialysis wellness education. The company also founded Ascend Clinical, an independent dialysis reference lab, and was the first in Santa Clara County to introduce a health plan specific to patients with end-stage renal disease.

Beyond individual patient care, Satellite has shown a deep commitment to philanthropy, distributing millions of dollars through research grants and support of the National Kidney Foundation. "Another important part of our mission is to work with organizations to raise awareness of risk factors and to do the simple screenings that can help prevent or slow the progression of kidney disease," says Kim Hernandez, the company's director of brand and marketing.

Sadly, the Centers for Disease Control and Prevention estimates that more than 10% of adults in the United States—more than 20 million people—may suffer from chronic kidney disease, in many cases undiagnosed. [www.satellitehealth.com](http://www.satellitehealth.com)

## The Makeup Maven

With **Aida Morano** by your side, the key to stunning makeup is in the palm of your hand—literally. For nearly 16 years, the Peninsula native has been providing women with individually tailored services through her Menlo Park studio, **AIDA'S CUSTOM COSMETICS**. "When choosing cosmetic colors, I look at a woman's body, hair, skin, and eyes," she says. "I take into account her personality, her lifestyle, even her tone of voice. If someone's voice is naturally soft and unassuming, she's probably not going to wear bright red lipstick." (Now, back to the palm: Morano says it's the key body part for determining the appropriate shade of lipstick and blush. Who knew?)

Morano was a professional ballet dancer in her youth, and quickly became fascinated by stage makeup and its intricate details. When she stopped dancing in her early 20s, she moved over to the cosmetics industry, studying under various expert color consultants during the era when "having your colors done" by a professional was all the rage. "I went from being one kind of artist to another, and I got an education that I never could have gotten in the classroom," she says. "Every woman is beautiful, and my vision is to highlight their inherent beauty, not hide them under lots of makeup."

Morano does just that at her studio, where she offers comprehensive, hands-on makeup lessons, custom-blended foundation, and makeup application for special occasions like a wedding or prom, all using private-label products she gets from New York. "I specialize in makeup women can wear every day," she says. "It shouldn't take you more than 10 minutes to do your makeup, and you can even cut that in half if you do a few key things."

**To find out Morano's secrets, visit [aidacustomcosmetics.com](http://aidacustomcosmetics.com), or call 650.327.9882 to book an appointment.**



Aida Morano