

RODAN+FIELDS®

SOOTHE

Regimen for Sensitive Skin



RODAN+FIELDS

When your face can't take it anymore

Sensitive skin is a common concern among our patients. It is estimated that over 70%* of people experience sensitive skin to some degree.

There are two main reasons for Sensitive Skin:

- Many have a genetic predisposition for sensitive skin
- Others acquire it from repeated exposure to environmental or lifestyle triggers, such as climate change, sun exposure, friction or rubbing, and cosmetic intolerance syndrome. This makes them more susceptible to skin issues that include dryness, chapping, cracks, and redness as well as stinging and itching.

We created the Rodan + Fields® SOOTHE Regimen for anyone exhibiting the signs of sensitive skin. This daily system shields against irritating environmental aggressors, helps fortify skin's natural moisture barrier and calms visible redness so that you can take comfort in having a healthy-looking, luminous complexion every day.

* British Journal of Dermatology 158(1):130-3 · December 2007

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How Does the SOOTHE Regimen Work?

Based on Multi-Med® Therapy, SOOTHE is a complete skincare system that utilizes OTC (over the counter) ingredients to decrease the dryness and chapping that leads to sensitive skin. Our exclusive patent-pending RFp3 peptide technology helps to neutralize triggers to sensitive skin.

- Helps reduce the visible signs of sensitivity
- Fortifies the skin's natural moisture barrier to reduce sensitivity
- Reduces and neutralizes irritants on skin
- Noticeably improves skin tone with optical correctors
- Defends against future damage with a mineral-based, broad spectrum SPF 30 sunscreen

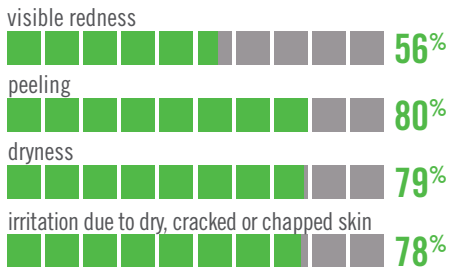


SOOTHE Results

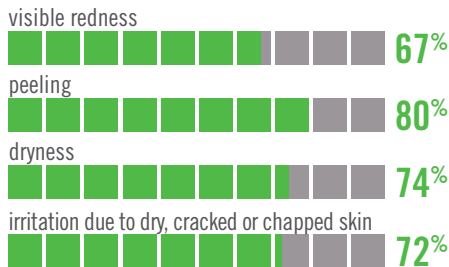
With your first use, the SOOTHE Regimen will begin to relieve your skin of dryness, visible redness, and burning. With continual use, your skin will feel more comfortable, smooth and soft. Over time, the ingredients in the SOOTHE Regimen will fortify your skin's natural moisture barrier, improving resiliency and making skin less prone to irritation.

In a four-week independent clinical study, participants with hyper-sensitive skin achieved the following results:*

PERCENT OF PARTICIPANTS EXPERIENCING
A DECREASE AFTER 5 MINUTES*



PERCENT OF PARTICIPANTS EXPERIENCING
A DECREASE AFTER 2 WEEKS*

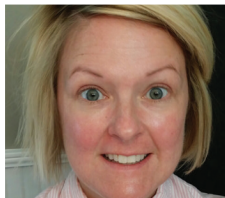


*Clinical data only includes the use of SOOTHE Sensitive Skin Treatment.

BEFORE**



AFTER**



CONSULTANT

**Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

The 4-Product SOOTHE Regimen



1 SOOTHE Gentle Cream Wash

Sweeps away skin impurities without the use of harsh surfactants. Contains essential moisturizing ceramides that nurture the skin's barrier to support its resiliency.



2 SOOTHE Sensitive Skin Treatment

Hydrating lotion with exclusive RFp3 peptide technology helps to heal the visible signs of dry and sensitive skin. Dimethicone and allantoin fortify the skin's barrier to relieve dryness and reduce the signs of sensitivity. Optical filters effectively neutralize the look of visible redness.



3 SOOTHE Moisture Replenishing Cream

Rich, dewy formula soothes, hydrates and nourishes skin. Utilizes RF COLD FISSION™ technology to replenish skin's natural moisturizing factors without the use of traditional emulsifiers.



4 SOOTHE Mineral Sunscreen

Water Resistant (80 Minutes) Broad Spectrum SPF 30 contains only mineral-based sunscreen ingredients to protect skin without compromising skin's delicate moisture barrier. This lightweight formula calms, soothes and minimizes the appearance of visible redness.

DOCTORS' TIPS

Less is more when it comes to caring for sensitive skin. Avoid fragranced formulas, toners, alcohol-based formulas and glycolic acids. Also, avoid hot showers, steam rooms and saunas to minimize facial flushing.

SOOTHE Sensitive Skin Treatment is an excellent aftershave treatment for men with sensitive skin or for those who just want to alleviate razor irritation.

SOOTHE Sensitive Skin Treatment may be used as a moisturizer after Step 3 of the UNBLEMISH or REVERSE Regimens.

Getting Started

For best results, use everyday, morning and night.

- Omit Mineral Sunscreen in the evening.

Patch Testing

If you have concerns that your skin may be reactive or sensitive to ingredients, apply any new product in a small area on the jawline before introducing it to your face. We suggest this patch test for three days, three times a day:

- Apply a small amount of the cleanser for 30 seconds, then rinse it off.
- Apply each product on a separate area and reapply the products over the same area.
- Watch for a product reaction—redness, dryness, or swelling.
- When you reintroduce the SOOTHE Regimen, avoid using any products that can irritate your skin.

For additional information and answers to frequently asked questions, please visit RF Connection at www.rodanandfields.com/rfconnection.

Disclaimer: The information in this brochure is not intended to be used as a substitute for medical advice. Results may vary depending upon the individual and will depend on multiple factors including your age, gender, skin type and condition, concomitant products used, health history, where you live (climate, humidity), lifestyle and diet. Rodan + Fields® makes no guarantee as to the results that you may experience.