

RODAN+FIELDS® UNBLEMISH

Regimen for Acne



RODAN+FIELDS®

Take control of blemishes and stop them from controlling you.

With triggers such as genetics, stress and hormones, acne is the most frequently diagnosed condition by dermatologists and affects nearly 85% of people at some point in their lives. Acne is not just a teenage concern; in fact, it affects approximately 30-40% of adult women.

Whatever your age, the psychological impact can be significant. People with acne suffer from embarrassment, frustration and low self-esteem. Fortunately, while not curable, acne is treatable and controllable.

We developed the Rodan + Fields® UNBLEMISH Regimen as a continuous solution that addresses the acne cycle—clogged pores, trapped oil, bacterial attack and inflammation. With daily use over the entire face, the UNBLEMISH Regimen helps keep pimples and acne from making an unwelcome appearance on your face and in your life.

Kathie Rodan, M.D. Kathy Fields, M.D.

How Does the UNBLEMISH Regimen Work?

Based on Multi-Med® Therapy, UNBLEMISH is a complete skincare system that combines cosmetic and OTC ingredients that clear pores, eliminate acne-causing bacteria and reduce the appearance of blotchiness and redness. Finally, because sun exposure can worsen acne and can also cause dark marks, we've included a broad spectrum SPF 20 sunscreen in this comprehensive plan of attack. By combining the right ingredients, in the right formulations, and using them in the right order, the Regimen:

- Clears acne blemishes and helps prevent new ones from forming
- Helps reduce the appearance of blotchiness and redness associated with breakouts
- Deep cleans, clears pores and calms skin
- Defends skin against damaging UVA/UVB rays with a broad spectrum sunscreen
- Helps control the appearance of oily skin



UNBLEMISH Results

Everyone's skin is different and for some people it may take longer to see results. Be patient. Initially, you may experience more temporary breakouts. It usually takes four to six weeks to see results, however it may take as long as eight weeks for noticeable improvement.

UNBLEMISH Clinical Results*

Clinical data is based on twice daily use of UNBLEMISH Acne Treatment Sulfur Wash, Clarifying Toner, Dual Intensive Acne Treatment.

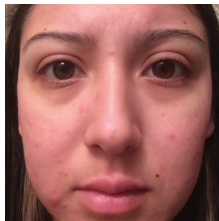
AVERAGE DECREASE IN AMOUNT OF ACNE



BEFORE*



AFTER*



PREFERRED CUSTOMER

**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 UNBLEMISH Regimen



1

UNBLEMISH Acne Treatment Sulfur Wash

Medicated cleanser with an OTC level of 3% sulfur penetrates pores to control acne blemishes and reduce redness. Pores stay clear, allowing the treatments that follow to penetrate into pores.



2

UNBLEMISH Clarifying Toner

Alcohol-free toner gently clears pores with mild alpha hydroxy acids. Antioxidants calm the complexion and prepare skin for the steps that follow.



3

UNBLEMISH Dual Intensive Acne Treatment

Unique dual-chamber delivery system ensures maximum efficacy of 2.5% benzoyl peroxide into pores, helping prevent the development of new acne blemishes.



4

UNBLEMISH Oil Control Lotion

Zinc Oxide and Titanium Dioxide provides broad spectrum SPF 20 UVA/UVB sunscreen protection. This non greasy, lightweight formula provides a time-released oil control system to help reduce clogged pores and mattify skin throughout the day.

DOCTORS' TIPS

Because it can take 2-3 weeks for a blemish to surface, we find that spot treatments are largely ineffective. However, if an emergency pimple fix is necessary, try applying an ice cube covered with a napkin for 10-15 minutes to reduce redness and swelling, then apply UNBLEMISH Dual Intensive Acne Treatment.

Benzoyl peroxide can cause bleaching, so we suggest using white towels when using the UNBLEMISH Regimen.

Don't skip the sunscreen. People believe that sun helps to clear up their acne because a tan masks the redness of a breakout and may, in fact, dry pimples up a bit faster. In reality, over time, sun exposure causes breakouts rather than clears them. With every tan, cell proliferation increases, building up more dead cells, blocking pores, causing more breakouts. On top of that, UV rays will intensify the appearance of post acne dark marks. Skipping sunscreen is not a viable way to manage acne and will often make it appear worse.

Getting Started

Begin the UNBLEMISH Regimen slowly in order to let skin acclimate. Follow the schedule below for best results:

Week 1	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	•		•		•		•
EVENING							

Week 2	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	•	•	•	•	•	•	•
EVENING							

Week 3	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	•	•	•	•	•	•	•
EVENING		•		•		•	

Week 4	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	•	•	•	•	•	•	•
EVENING	•	•	•	•	•	•	•

- Use UNBLEMISH Oil Control Lotion every morning, even during Week 1. Omit this step in the evening.
- The UNBLEMISH Regimen is introduced slowly so during the first three weeks, use a gentle cleanser, toner, moisturizer and sunscreen when not using the regimen. During the ramp up period and while skin acclimates to the OTC medicines, avoid exfoliating products such as peels, mechanical brushes, wash cloths, professional microdermabrasion and products with retinol or hydroxy acids.
- If your skin becomes clear of blemishes at Week 2 or 3, you may continue with that schedule and not advance to twice a day. However, if you begin to breakout, simply continue to advance to using twice daily as directed and tolerated.
- If redness and/or irritation occur, take a break from the regimen for 2-3 days. During this time, we recommend using gentle, calming products that reduce the appearance of redness, such as those in the SOOTHE line.

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.