



Redefining Business Ownership

Changing Skin. Changing Lives.



RODAN+FIELDS[®]

Partnering with **Entrepreneurs**
to Deliver **Breakthrough Skincare Solutions**
and **Substantial Income Potential**

Convergence is Creating New Business Opportunities

RODAN+FIELDS

**\$3.9 Billion Spent
Annually on Anti-Aging
Skincare Products**

**TRADITIONAL
BUSINESS
MODELS ARE
CHANGING**

**Breakthroughs
In Skincare**

**Rise of the
Social Commerce**

**Shift in Power
from Corporations
to Individuals**

The Right Business Model, at the Right Time, in the Right Market

RODAN+FIELDS[®]

Products

Clinically Proven Solutions
That Deliver Results



Brand Presence

Established Brand That Works
for You



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Direct Sales Model with Low Cost of
Entry, High Profit Potential

Channel

Support to Monetize the Value of
Your Network



Profit



Products

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The information in this presentation is not intended to be used as a substitute for medical advice. Results may vary depending on the individual. Rodan + Fields® makes no guarantee as to the results you may experience.

An Opportunity to Participate in a Multi-Billion Dollar, Growing Market

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Skincare Is the **#1** Defense
Against the Appearance of Aging

84% of Women Feel Pressure to
Look Younger

Many Consumers Are **Dissatisfied**
with Their Current Products

84% of Women in Their 20s
Are Concerned About Aging

100% of Women Want to Look
Younger than their Years

What If ...

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You could turn your bathroom into a virtual skincare clinic?



REDEFINE Clinical Results*

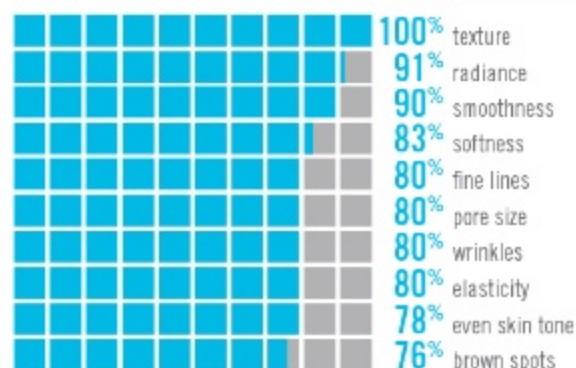
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REDEFINE Regimen



After 8 Weeks of Use

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT



MACRO Exfoliator™



After One Use and After Four Weeks**

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT IN SKIN TEXTURE



One-use data includes use of **MACRO Exfoliator™ Cooling Gel. Four week data includes use of Cooling Gels and **REDEFINE** Regimen. Results may vary.

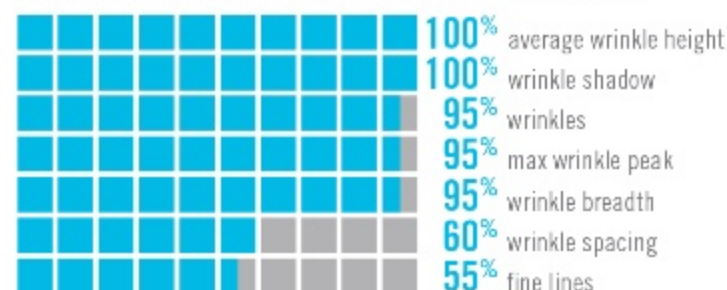
*Results may vary.

AMP MD™ System



After 8 Weeks of Use With the REDEFINE Regimen

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT

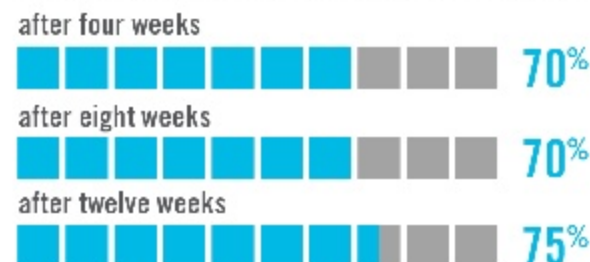


ACUTE CARE™



AVAILABLE
JANUARY
2015

PERCENT OF SUBJECTS SHOWING IMPROVEMENT IN CROW'S FEET**

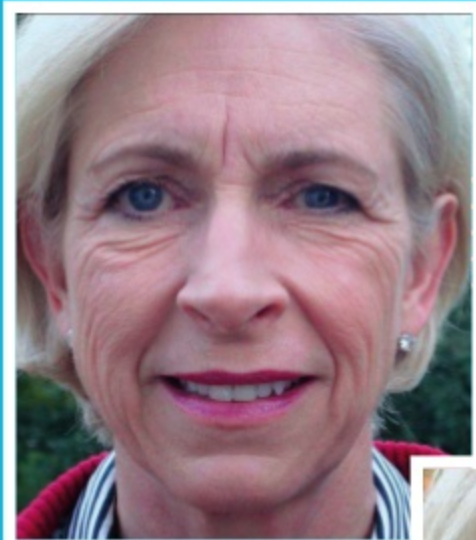


****ACUTE CARE** was used for the first four weeks with the **REDEFINE** Regimen and **AMP MD** System. In the following eight weeks, there was no return of crow's feet when the **REDEFINE** Regimen and the **AMP MD** System continued to be used. Results may vary.

Real Results: REDEFINE Regimen and AMP MD™ System in Four Weeks*

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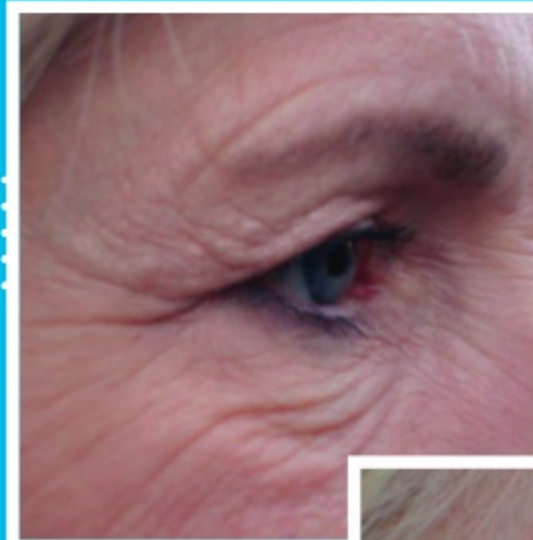
BEFORE



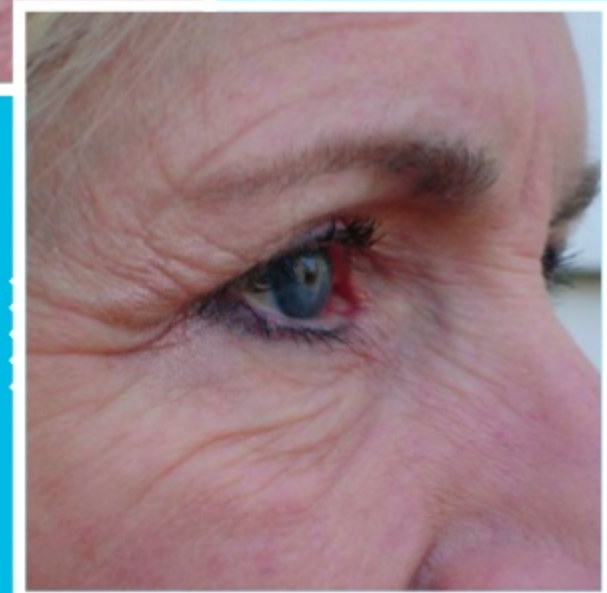
AFTER



BEFORE



AFTER



**Unretouched photos. Results may vary.*

Real Results: ACUTE CARE™ with REDEFINE Regimen and AMP MD™ System over Twelve Weeks*

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BEFORE



AFTER 4 WEEKS



AFTER 12 WEEKS



**ACUTE CARE was used for the first four weeks with the REDEFINE Regimen and AMP MD System. In the following eight weeks, there was no return of crow's feet when the REDEFINE Regimen and the AMP MD System continued to be used.*

Unretouched photos. Results may vary.

AVAILABLE
JANUARY
2015



Real Results: REDEFINE MACRO Exfoliator™

After Using the REDEFINE MACRO Exfoliator™ Once Weekly and Respective Regimen Daily*

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REDEFINE REGIMEN

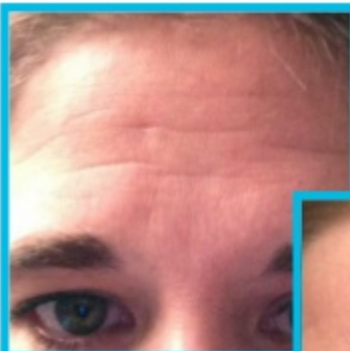
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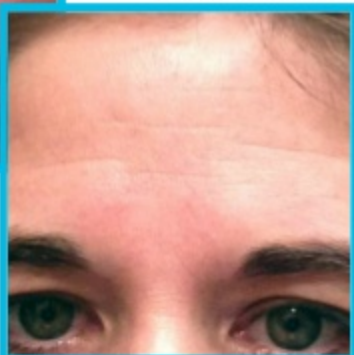
AFTER 2 MONTHS



BEFORE

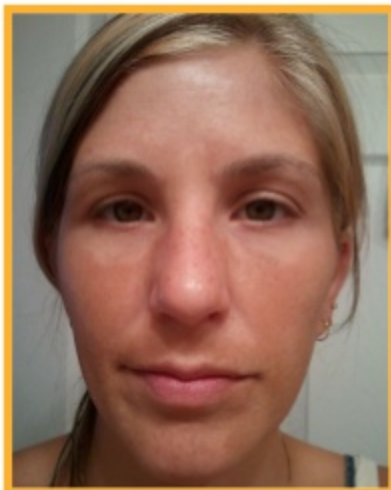


AFTER 2 MONTHS



REVERSE REGIMEN

BEFORE



AFTER 2 MONTHS

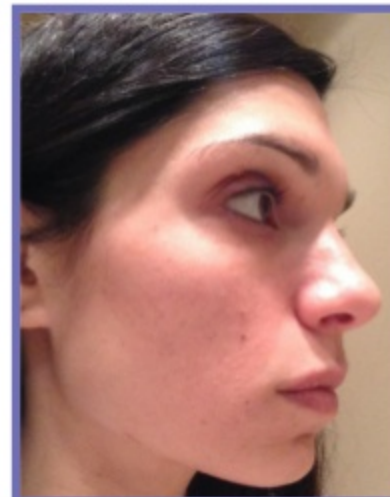


UNBLEMISH REGIMEN

BEFORE



AFTER 3.5 MONTHS



RODAN+FIELDS®

Brand Presence

Established Brand with Significant Media Coverage

RODAN+FIELDS



PRINT

TELEVISION

WEB

MORE MEDIA COVERAGE THAN ANY OTHER DIRECT SELLING COMPANY



People Are Taking Notice

RODAN+FIELDS



The Direct Selling Association

Awarded R+F four Ethos Awards in 2013, including the Vision for Tomorrow Award.



The American Business Awards

Awarded Gold for Consumer Product Company of the Year.



Ernst & Young

Dr. Katie Rodan and Dr. Kathy Fields were finalists for Northern California Entrepreneurs of the Year.



The San Francisco Business Times

Recognized R+F as the 24th fastest growing company in the Bay Area in 2013.



Media Impressions

Over 70 million media impressions in 2013 alone.



Channel

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Our Direct Sales Model Focuses on Where the Power Resides

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2014

DIRECT SALES



INDIVIDUALS BUILDING SKINCARE BUSINESSES

Producing Volume Which Far
Exceeds Our Retail Presence



2007

RETAIL SALES



A LEADING CLINICAL SKINCARE LINE
in Prestige Department Stores

A Unique Model

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LOW Cost of Entry



- Leverage Your Network
- Share the Product
- Scale Efficiently and Quickly
- No Product Inventory

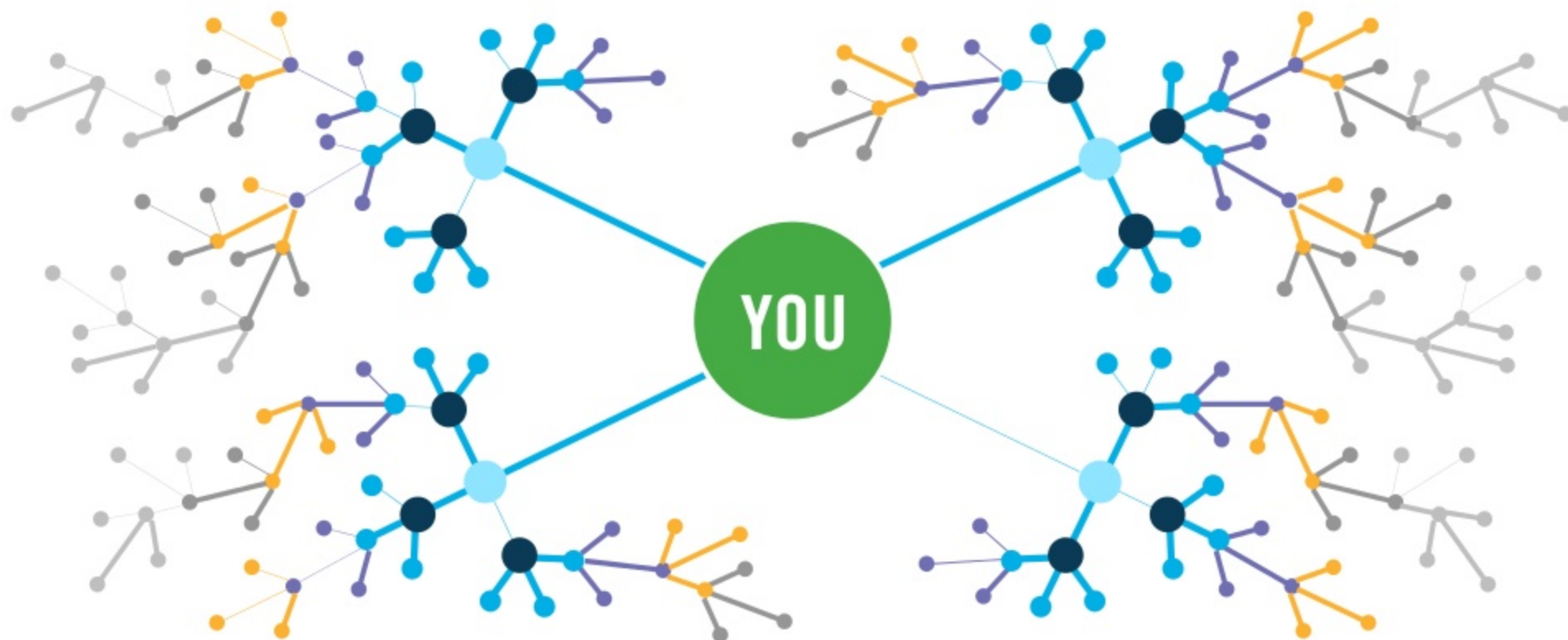
HIGH Profit Potential



- Recoup Your Start-Up Costs in the First Month
- Long-Term Residual Income
- Unlimited Earning Potential

Leverage the Exponential Value of **YOUR** Network

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- Multiple “Generations” of Connections Drives Incremental Opportunities
- Technology Enables Leverage, Speed and Duplication
- Multiple Sources of Income: Sales and Commissions

Proven, Turnkey Business Support

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Customer Care

Email and Phone
Access to Registered
Nurses with Dermatology
Experience



Assessment Tools

Sophisticated
“Prescription” Tools
and Guidelines for
Determining
Skincare Needs



Training

Ongoing Skincare
and Award-Winning
Business Education
From Leaders in
the Field

