RODAN+FIELDS®

SOOTHE

Regimen for Sensitive, Irritated Skin and Facial Redness
When your face can’t take it anymore.

Sensitive skin is a common concern among our patients. It is estimated that over 50% of people experience sensitive skin to some degree. While some have an underlying condition such as rosacea, eczema or psoriasis, we see a larger percentage who have a genetic predisposition for sensitive skin, making them more susceptible to skin issues caused by oxidative stress, climate change, sun exposure, cosmetic intolerance and even friction or rubbing. Symptoms can include dryness 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 biological and environmental aggressors, helps fortify skin’s natural moisture barrier, calms visible redness and reduces irritation so that you can take comfort in having a healthy-looking, luminous complexion every day.

Katie Rodan, M.D.  Kathy Fields, M.D.
How Does the **Soothe** Regimen Work?

Based on Multi-Med® Therapy, **Soothe** is a complete skincare system that uses clinically proven cosmetic and OTC ingredients to soothe sensitive, irritated skin and calm visible facial redness. By combining the right ingredients, in the right formulations, and using them in the right order, the regimen:

- Helps reduce the visible signs of inflammation.
- 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 relieve your skin of dryness, visible redness, stinging and burning. With continual use, your skin will feel more comfortable, smooth and soft, with a noticeable reduction in facial redness. 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.

Average results for subjects with hypersensitive skin, including mild to moderate rosacea, as independently and clinically graded after two weeks of use:*  

<table>
<thead>
<tr>
<th></th>
<th>PERCENT OF PARTICIPANTS EXPERIENCING A DECREASE AFTER 5 MINUTES</th>
<th>PERCENT OF PARTICIPANTS EXPERIENCING A DECREASE AFTER 2 WEEKS</th>
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<tbody>
<tr>
<td>redness</td>
<td><img src="redness.png" alt="Bar Chart" /></td>
<td><img src="redness.png" alt="Bar Chart" /></td>
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<tr>
<td>peeling</td>
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<td><img src="peeling.png" alt="Bar Chart" /></td>
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<tr>
<td>dryness</td>
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<td><img src="dryness.png" alt="Bar Chart" /></td>
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<tr>
<td>stinging</td>
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<td><img src="stinging.png" alt="Bar Chart" /></td>
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<tr>
<td>overall irritation</td>
<td>![Bar Chart](overall irritation.png)</td>
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*Clinical data excludes use of Moisture Replenishing Cream and Mineral Sunscreen. Results may vary.

**Unretouched photos after four weeks of use. Results may vary.**
The 4-Product SOOTHE Regimen

1. **SOOTHE Gentle Cream Wash**
   Dissolves and sweeps away light makeup and other skin impurities without the use of harsh surfactants. With essential barrier-nurturing ceramides, this wash is the first step to supporting your skin’s resiliency.

2. **SOOTHE Sensitive Skin Treatment**
   Hydrating lotion with exclusive RFp3 peptide technology helps to reduce the visible signs of inflammation and promotes smooth, clear, healthy-looking skin. Dimethicone and allantoin, along with antioxidants and natural lipids, fortify the skin’s moisture barrier to relieve dryness, reduce sensitivity and calm irritation. Optical filters effectively neutralize the look of redness.

3. **SOOTHE Moisture Replenishing Cream**
   Rich, dewy formula soothes, hydrates and nourishes. Utilizes RF COLD FISSION™ technology to replenish the skin’s natural moisturizing factors without the use of traditional emulsifiers.

4. **SOOTHE Mineral Sunscreen**
   Broad spectrum SPF 30 contains only mineral-based sunscreen ingredients that can keep the skin’s surface cool and minimize the appearance of facial redness. Lightweight formula calms and soothes.
Getting Started

For best results, follow the schedule below:

<table>
<thead>
<tr>
<th>DAY</th>
<th>MORNING</th>
<th>EVENING</th>
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</table>

- 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 jaw line before introducing them on 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 themselves.
- Watch for a product reaction — redness, dryness, irritation or swelling.
- When you reintroduce the SOOTHE Regimen, do not use any products that irritate your skin.

SUPPLEMENT YOUR REGIMEN

To minimize the appearance of crow's-feet, dark circles and puffiness, try REDEFINE Multi-Function Eye Cream.
Frequently Asked Questions

**Do I need to use all of the steps in the SOOTHE Regimen to get results?**
Yes, each product in the SOOTHE Regimen builds on the last and addresses the key manifestations of sensitive, irritated red skin. Each product in the system has been carefully formulated with cosmetic and OTC ingredients specifically designed to address the symptoms of sensitive skin, e.g., a compromised barrier, moisture loss, redness, dryness, burning and stinging. Skipping any one of these steps can minimize results.

**My skin is less red and irritated. Now what do I do?**
The biggest mistake customers make is stopping the regimen at the first sign of improvement. The secret to great skin is consistent care. Continue using the SOOTHE Regimen to keep your skin calm and consider including additional products, such as REDEFINE Multi-Function Eye Cream and REDEFINE Overnight Restorative Cream. Before transitioning to a new product, we recommend patch testing the new product on your jaw line.

**Can I use the SOOTHE Regimen on rosacea, eczema or psoriasis?**
As dermatologists, we know that to address the sensitive, irritated skin associated with rosacea, eczema or psoriasis, you need to first fortify the skin’s moisture barrier. The SOOTHE Regimen provides the skin with dimethicone, allantoin and lipids to fill in and protect this barrier. This allows the skin to keep moisture in and irritants and microbial agents out. If under a physician’s care, check with your physician before making changes in your skincare routine.

**Can the SOOTHE Regimen be used on the body?**
Yes, you can use the SOOTHE Regimen on your body. Many customers apply SOOTHE to their neck and chest, as these nonfacial areas often are red and irritated.

**Can I use the SOOTHE Regimen if I’m pregnant or nursing?**
We recommend that a woman who is pregnant or nursing consult with her doctor about her current products and/or the use of cosmetic tools or before making any changes regarding her skincare routine. Providing the appropriate ingredient lists will help inform the doctor.

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**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 Gentle Cream Wash doubles as a calming shaving lotion to help reduce razor burn and irritation, and SOOTHE Sensitive Skin Treatment is an excellent aftershave treatment for men with sensitive skin.

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Write Your Prescription for Change™

As practicing dermatologists, we know the difference that great skin can make in people’s lives. We also know that though everyday skin conditions can be complex, the solutions don’t have to be. That’s why we developed Rodan + Fields® skincare with our Multi-Med® Therapy approach, designed to deliver the right ingredients, in the right formulations, in the right order, to truly transform your skin. With our clinically proven, easy-to-use regimens, great skin and the confidence and self-esteem that come with it are available to everyone without a trip to the dermatologist.

ADDIITIONAL QUESTIONS?

For skin or product-related questions, contact our team of nurses and skin-care experts at the RF Connection at www.rodanandfields.com/ca or 1-888-995-5656.

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.

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