Feeling a little sensitive these days? If you wear the impact of biological and environmental aggressors on your face, you’re not alone. In fact, more than 50% of people experience sensitive skin at some point in their lives, making it one of the most common skincare concerns.

Many people with red, irritable skin have an underlying chronic condition such as rosacea, eczema or psoriasis, while a larger percentage have a predisposition for sensitivity, making their skin more vulnerable to the effects of stress, climate change, pollution, smoke, smog, sun exposure, friction or just plain old product overload. And even the “toughest skin,” given the right (or you might say “wrong”) conditions, can on occasion become dry, flaky, red and irritated.

When Your Face Can’t Take it Anymore
Whether it’s a seasonal sensitivity or an ongoing condition, Rodan + Fields® SOOTHE 4-Product Regimen was created by Stanford University-trained dermatologists Dr. Katie Rodan and Dr. Kathy Fields for anyone exhibiting the signs of sensitive skin.

“The easiest way to protect sensitive skin is to deal with the triggers of inflammation no matter what they are or where they come from,” declares Dr. Fields. “Our regimen prevents sensitive skin from being triggered in the first place. But if the inflammatory cascade does somehow get tripped, SOOTHE can stop it before a reaction appears.”

Rodan + Fields SOOTHE daily system combines clinically-proven active cosmetics and OTC ingredients with our exclusive patent-pending RFp3 technology to shield against the biological and environmental aggressors that can trigger inflammation, strengthening skin’s natural moisture barrier, diminishing redness and reducing sensitivity and irritation. The proprietary technology contains two skin-signaling peptides as well as a targeted protease inhibitor to neutralize triggers at the skin’s surface and pacify irritable skin. It effectively helps reduce the visible signs of redness and inflammation resulting from rosacea, eczema, acne, allergies and cosmetic intolerance syndrome. And the best part: because the natural barrier is strengthened, skin is protected from future flare-ups.

“Despite all the studies, the medical and scientific communities’ ability to predict who will be sensitive to what is still not very good,” stated Dr. Rodan. “The best we can do is to provide people with ‘tricks of the trade’ so that they and their skin can live harmoniously.”

Within minutes of applying SOOTHE, dryness, redness, stinging and burning is mitigated. With continued use, skin feels more comfortable, smooth and soft, with a visible reduction in facial redness. Over time, the ingredients in SOOTHE help strengthen skin’s own natural moisture barrier, improving resiliency and making skin less prone to irritation. And for sensitive skin, what stays out of a product is as important as what goes in. That’s why the SOOTHE 4-Product Regimen is free of fragrance, alcohol, added colors, parabens, surfactants and chemical sunscreens.
The Proof Is In the Science
A double blind study was conducted by an independent clinical testing facility to confirm the efficacy of the SOOTHE Regimen* and the incremental benefits associated with the RFp3 technology.

The study tracked 30 men and women with hypersensitive skin, including mild to moderate rosacea, ages 18+, over four weeks. The subjects' skin conditions were evaluated after 5-minutes, 2 weeks, and 4 weeks.

Percent of participants experiencing a decrease in symptoms:

*Clinical Data excludes use of SOOTHE Moisture Replenishing Cream and Mineral Sunscreen.

Rodan + Fields SOOTHE 4-Product Regimen: Suggested retail price: $160

- **SOOTHE Gentle Cream Wash**
  This mild cleanser dissolves and sweeps away makeup and other skin impurities without the use of harsh surfactants. Essential barrier-nurturing ceramides support skin's resiliency.
  4.2 fl.oz/125 mL. Suggested retail price: $41

- **SOOTHE Sensitive Skin Treatment**
  This therapeutic, skin-calming lotion contains Rodan + Fields' exclusive RFp3 peptide technology to help reduce the visible signs of inflammation and promote smooth, clear, healthy-looking skin. FDA-recognized skin protectants, dimethicone and allantoin, along with antioxidants and natural lipids, protect and help restore the skin's barrier to relieve dryness, reduce sensitivity and calm irritation. Optical filters immediately neutralize the look of redness.
  1.7 fl.oz/50 mL. Suggested retail price: $80

- **SOOTHE Moisture Replenishing Cream**
  The rich, dewy formula soothes, hydrates and nourishes. Utilizes RF COLD FISSION™ dispersion technology to replenish skin's natural moisturizing factors without the use of traditional emulsifiers.
  1.7 fl oz/50 ml tube Suggested retail price: $53

- **SOOTHE Mineral Sunscreen**
  Broad spectrum SPF 30 contains only mineral-based sunscreen ingredients that deflect the sun’s rays, keeping the skin’s surface cooler to minimize the appearance of facial redness. Lightweight formula calms and soothes.
  1.7 fl oz/50 mL. Suggested retail price: $41
Rodan + Fields Dermatologists, at the forefront of clinical skincare, merges effective over-the-counter medicines with active cosmetics to provide real and visible results. Committed to bringing dermatology to the home, the brand offers solutions for everyday skin issues, targeting them with dedicated regimens designed to take the guesswork out of skin treatment. Each regimen uses a step-by-step system called Multi-Med® Therapy that addresses all aspects of a skin condition. Product lines include UNBLEMISH, REVERSE, SOOTHE, ANTI-AGE, ESSENTIALS and ENHANCEMENTS. From problem identification and superior dermatological-based formulations to unprecedented support and follow-up, Rodan + Fields seeks to provide the most complete dermatological experience outside of a medical office. Products are available through Rodan + Fields Independent Consultants and at www.rodanandfields.com.

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