

RODAN+FIELDS

AT-A-GLANCE



THE COMPANY

PREMIUM SKINCARE COMPANY OFFERING INNOVATIVE
DERMATOLOGY-INSPIRED PRODUCTS BACKED BY CLINICAL RESULTS

FOUNDED

by Stanford-trained
Dermatologists
Dr. Katie Rodan and
Dr. Kathy Fields

+\$1.5B

annual sales in
less than ten years

+\$2M

donations to the
Rodan + Fields
Prescription for Change
Foundation in 2018

3

countries in
operation
so far

THE CONSULTANTS

AN AMAZING COMMUNITY OF BUSINESS LEADERS

67%

had no direct sales
experience prior
to joining

70%

work full or part-time
in addition to R+F

74%

of Consultants would
recommend becoming
a Consultant

91%

of Preferred Customers
are very satisfied with
their Consultant

THE RESULTS

PRODUCTS ARE AT THE CORE OF WHAT WE DO

#1

skincare brand in North America in 2018¹

premium body care brand in North America in 2018²

skincare brand in U.S. in 2016, 2017 and 2018³

anti-aging in the U.S. in 2018⁴

premium acne brand in U.S. in 2018⁵

THE OPPORTUNITY

RODAN + FIELDS IS ALL ABOUT INNOVATION AND GROWTH, WITH
NEW OPPORTUNITIES FOR GLOBAL EXPANSION ON THE HORIZON.

ONLY 32%

R+F brand⁶
awareness

+\$18B

opportunity
remains within U.S.
skincare categories

NEW

innovations
every year

\$40B

opportunity within
the U.S. in adjacent
categories

¹Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels, Skin Care includes Sets and Kits; North America defined as Canada and the United States.

²Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels, Premium Body Care includes Sets and Kits.

³Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels; Skin Care includes Sets and Kits; US, USA, United States, United States of America; Rodan & Fields, Rodan + Fields.

⁴Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels; Anti-Aging including Anti-Aging products sold as part of Sets and Kits.

⁵Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels; Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.

⁶Custom study among 543 U.S. R+F Target Consumers, ages 18-75; Feb 2018