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RODAN + FIELDS NAMES LORI BUSH PRESIDENT AND GENERAL MANAGER

San Francisco, CA – October 23, 2007 – Rodan + Fields Dermatologists, the clinical skincare brand launched in 2002 by Stanford University-trained dermatologists Katie Rodan, M.D. and Kathy Fields, M.D., announced today the appointment of Lori Bush to the position of President and General Manager. She will report to Rodan + Fields' Chairman Amnon Rodan.

With more than 25 years experience in the consumer and health care products industries, Bush will be responsible for overseeing the brand's entrance into the direct selling arena. Partnering with Drs. Rodan and Fields, she will be responsible for the overall strategy and operations of the brand and will lead the management team in developing and implementing new growth and brand-building opportunities.

"We welcome the seasoned leadership of Lori as we expand our skincare business into the direct selling business model," said Rodan. "Her wealth of strategic experience in marketing and brand building along with her proven ability as a dynamic leader will help guide Rodan + Field's future growth."

Prior to joining Rodan + Fields, Bush served as President and Principal Owner of The Gremlin Group, Inc., a consulting and management organization which developed and implemented business and product strategies in the consumer health and personal care industries – specializing in the beauty and wellness sectors. During this time she served as Chief Operating Officer of Helix BioMedix, Inc., an early stage biopharmaceutical company and President and Chief Executive Officer of DermaVentures, LLC, a start-up direct-response skin care marketing company focused on the North American Hispanic market.

From 2001 through 2006, Bush served as President of Nu Skin, the \$500 million personal care division of Nu Skin Enterprises, Inc., (NSE), a global direct selling company operating in more than 40 markets around the world. During her tenure with the company, Bush acted as a global spokesperson for the brand, while leading the marketing, operations and research and development functions. She initiated a technology acquisition strategy to support a robust pipeline of leading edge skin care products that resulted in double digit revenue growth to strengthen the company's position in the direct selling industry. From February 2000 until her appointment as Nu Skin President and NSE Executive Committee member, Bush served as Vice President of Marketing for Nu Skin.

From 1993 to 2000 Bush held several leadership positions within the skincare franchise of Johnson & Johnson Consumer Products Companies including Worldwide Executive Director Skin Care Ventures and Vice President of Professional Marketing at Neutrogena.

Bush will succeed Beth DiNardo who remains Senior Vice President and General Manager of Darphin North America, a Paris-based skin care brand that is part of the Estee Lauder Companies portfolio.

Rodan + Fields, a leading clinical skin care brand, merges effective over-the-counter medicines with soothing botanicals to offer proven results. The line offers solutions for specific skin concerns, targeting them with individually packaged, dedicated regimens designed to take the guesswork out of caring for the most common skin care challenges including blemishes and breakouts, photo-aging, wrinkles and collagen loss. Each regimen consists of a step-by-step system that uses specific, over-the-counter medications to address each aspect of these skin conditions for visible benefits. Product lines include UNBLEMISH, REVERSE, SOOTHE, ESSENTIALS and ANTI-AGE. Products are available through Rodan + Fields consultants, on QVC and at www.rodanandfields.com.