

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

\$12M⁺

Awarded in grants by the Rodan + Fields Prescription for Change Foundation

4

countries in operation so far

EXPANDED TO JAPAN IN 2020

THE INDEPENDENT CONSULTANTS

An amazing community of business leaders

66%

had no direct sales experience prior to joining

77%

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

THE RESULTS

At the core of WHO we ARE.

#1

#1 Skincare Regimen brand in Australia in 2020¹

#1 Premium Skincare brand in the U.S. in 2020²

#1 Premium Skincare brand in the U.S. in 2016, 2017, 2018, 2019 + 2020, 5 consecutive years³

THE OPPORTUNITY

Rodan + Fields is all about innovation and growth, with new opportunities for global expansion on the horizon.

ONLY 10%

R+F brand awareness⁴

\$2.8B

opportunity remains within AUS skincare categories

NEW

innovations every year

\$3.7B

opportunity within Australia in adjacent categories

¹ Source: Euromonitor International Limited; Beauty and Personal Care 2021 Edition, all channels; Skin Care Regimen includes Sets and Kits; retail value RSP terms.

² Source: Euromonitor International Limited; Beauty and Personal Care 2021 Edition, retail value RSP terms; all channels; Premium Skincare.

³ Source: Euromonitor International Limited; Beauty and Personal Care 2021 Edition, retail value RSP terms; all channels; Premium Skincare.

⁴ 2020 AU study conducted with 1,655 female skincare users ages 18-74

life-changing SKINCARE

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