

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

\$18M⁺

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

3

countries in operation so far

THE INDEPENDENT CONSULTANTS¹

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

91%

of Preferred Customers are very satisfied with their Consultant

THE RESULTS

At the core of WHO we ARE.

#1

Dermatologist Founded Premium Skincare Brand in North America in 2021²

Premium Acne Brand in North America in 2021³

Premium Anti-Aging Regimen Brand in North America in 2021⁴

Premium Skincare Regimen Brand in Canada for 4 Consecutive Years (2018 – 2021)⁵

Direct Selling Premium Skincare Brand in North America in 2021⁶

THE OPPORTUNITY

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

ONLY 17%

R+F brand⁷ awareness

20B⁺

opportunity remains within North America skincare categories

NEW

innovations every year

\$40B

opportunity within North America in adjacent categories

¹ US-only statistics.

² Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels, Premium Skincare.

³ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels, Premium Acne Treatments.

⁴ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels; Premium Anti-Aging including Premium Anti-Aging products sold as part of Sets and Kits.

⁵ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition; all channels; Premium Skin Care Regimen includes Sets and Kits; retail value RSP terms.

⁶ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels, Premium Skincare.

⁷ Custom study among 1587 Canada R+F Target Consumers, ages 18-75; December 2020