

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

4

countries in operation so far

EXPANDED TO JAPAN IN 2020

THE 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

Products are at the core of what we do.

#1

Premium Skincare brand in North America in 2019²

Premium Acne brand in North America in 2019³

Premium Anti-Aging brand in North America in 2019⁴

Skincare Regimen brand in Canada in 2019⁵

Premium Acne brand in Canada in 2019⁶

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 2020 Edition, retail value RSP terms; all channels, Premium Skincare.

³ Source Euromonitor International Limited; Beauty and Personal Care 2020 Edition, retail value RSP terms; all channels, Premium Acne Treatments.

⁴ Source Euromonitor International Limited; Beauty and Personal Care 2020 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 2020 Edition; all channels; Skincare Regimen includes Sets and Kits; retail value RSP terms.

⁶ Source Euromonitor International Limited; Beauty and Personal Care 2020 Edition, retail value RSP terms; all channels, Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.

⁷ Custom study among 460 Canada R+F Target Consumers, ages 18-75; Feb 2018.

life-changing SKINCARE

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