

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 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

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 2021¹

Premium Skincare Regimen Brand in the U.S. for 4 Consecutive Years (2018 – 2021)²

Premium Anti-Aging Regimen Brand in North America in 2021³

Premium Acne Brand in North America in 2021⁴

Direct Selling Premium Skincare Brand in North America in 2021⁵

THE OPPORTUNITY

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

ONLY 29%

R+F brand⁶ awareness

\$18B⁺

opportunity remains within U.S. skincare categories

NEW

innovations every year

\$37B

opportunity within the U.S. in adjacent categories

¹ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels; Premium Skincare.

² Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, all channels; Premium Skin Care Regimen includes Sets and Kits; retail value RSP terms.

³ 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.

⁴ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels; Premium Acne Treatments.

⁵ Source: Euromonitor International Limited; Beauty and Personal Care 2022 Edition, retail value RSP terms; all channels; Premium Skincare.

⁶ 2021 U.S. study conducted with 1,500 skincare users ages 18-74.