

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.

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

#1 Premium Skincare brand in the U.S. in 2020¹

#1 Premium Skincare brand in the U.S. in 2016, 2017, 2018, 2019 + 2020, 5 consecutive years²

#1 Premium Anti-Aging brand in the U.S. in 2020³

#1 Premium Acne brand in the U.S. in 2020⁴

THE OPPORTUNITY

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

ONLY 33%

R+F brand⁵ 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 2021 Edition, retail value RSP terms, all channels, Premium Skincare.

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 Anti-Aging including Premium Anti-Aging products sold as part of Sets and Kits.

⁴ Source: Euromonitor International Limited, Beauty and Personal Care 2021 Edition, retail value RSP terms, all channels, Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.

⁵ 2020 U.S. study conducted with 1,715 skincare users ages 18-74.

life-changing SKINCARE

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