REDEFINE THE FUTURE OF YOUR SKIN

Rodan + Fields Launches REDEFINE MACRO Exfoliator™
A State-of-the-Art, Dermatologist-Developed Hand-Held Exfoliation Tool
Offering Unprecedented Professional-Level Benefits At Home

Nearly 80% of all house dust comes from dead skin cells. Before they slough off naturally and accumulate on your dining room table, they pile up on your skin’s surface, creating a dull exterior. Whether you’re 18 or 81, the best way to give skin a younger and healthier appearance is through regular exfoliation. This simple process reveals a brighter, radiant and more youthful-looking complexion.

**No Appointment Necessary**
Because a week’s worth of living can add years to your appearance, Stanford-trained dermatologists Dr. Katie Rodan and Dr. Kathy Fields have developed Rodan + Fields new REDEFINE MACRO Exfoliator. Now, for the first time, professional-level benefits are available outside of the dermatologist’s office. Women (and men) can undo days, rewind weeks and reveal their freshest looking skin ever, without having to leave the house. Used for 5 minutes once a week, Rodan + Fields MACRO Exfoliator takes a week’s worth of dulling dead skin cells and sweeps them away, leaving behind smoother, healthier looking and more luminous skin.

“We always create products that we want to use ourselves and that most closely resemble what we have in our practices,” says Dr. Fields. “With the new MACRO Exfoliator, we are bringing the kind of exfoliation we use in our offices to the home, so women can easily and independently get professional level results to help their skin look its healthiest, youngest and freshest. We tell our patients ‘don’t ignore aging, control it.’ And now we are giving women the tool to do just that.”

**Say Goodbye to Millions of Dead Cells Every Week**
This handheld exfoliation tool is designed to deliver effective, visible and touchable results. Want proof? You will see the accumulation of dead cells inside the tool’s unique filtering system. For most people, a 5 minute, session removes as many as 5 million complexion dulling, dead cells and debris. With its proprietary precise and targeted tip, the MACRO Exfoliator readies skin for the week ahead.

“We like to think about your skin the way we think about a dusty table,” says Dr. Rodan. “A table covered in dust is dull and drab, just like skin that is covered in a layer of old, dead cells. When you use a duster to clear away the table, it looks great. The MACRO Exfoliator does the same for your skin; sweeping away the top layer of dead cells to reveal the fresh, dewy skin beneath. So now skin is picture perfect and ready to be seen.”

The MACRO Exfoliator features patent-pending DOC-SMART™ technology, developed by Drs. Rodan and Fields. This tool incorporates their professional expertise with preset programs that provide optimal levels of macro-exfoliation for each facial cosmetic zone. By automatically varying the amount of exfoliation, the MACRO Exfoliator tailors the user experience, from deeper in thick skinned areas like the forehead, to gentler in more delicate areas, such as the eye region. The result is professional-level immediate and long-term improvements in texture, tone and overall radiance.
Just What the Doctor Ordered
To help achieve the best results, the MACRO Exfoliator is packaged with MACRO Exfoliator Cooling Gels. Based on Rodan + Fields proprietary RFp3 peptide technology, the Cooling Gels instantly soothe and calm macro-exfoliated skin, speeding the reduction of visible redness and enhancing skin’s resiliency.

“When we get done performing a treatment on a patient, we don’t just send her out into the world pink-faced. We want to calm and treat her face the right way,” declares Dr. Fields. “Because this tool is the ‘real deal,’ we have included the Cooling Gels to offer immediate comfort after using the MACRO Exfoliator. And for added relief, the ampoules can be stored in the refrigerator before use.”

Clinical Results
The REDEFINE MACRO Exfoliator is clinically proven to provide a statistically significant improvement in skin texture and overall skin quality after only one use:

- On average, each person experienced a **42%** improvement in skin texture after one use
- **95%** of participants experienced an immediate improvement in skin texture after one use

After 4 weeks of once weekly use, participants in an independent clinical study achieved the following results**:

![Average Improvement Chart](chart.png)

** One use and 4 week clinical data as assessed by clinical investigator. One use data based on MACRO Exfoliator and Cooling Gel use. Four week data based on daily use of REDEFINE Regimen in conjunction with MACRO Exfoliator and Cooling Gels. Results may vary.
Launching in March 2013 the **REDEFINE MACRO Exfoliator™ System** includes the **REDEFINE MACRO Exfoliator** tool, 8 **Macro Exfoliator Cooling Gels**, plus a charging base, AC adapter, tip cleaning brush and spare exfoliation filter: **Suggested retail price: $279.00.**

**Skincare Meets Technology**
In conjunction with the launch of the **REDEFINE MACRO Exfoliator**, Rodan + Fields will offer the **MACRO Exfoliator Companion app** developed by Dr. Rodan and Dr. Fields to make the experience of using the **MACRO Exfoliator** more interactive and professional. This easy-to-use app (available exclusively to **MACRO Exfoliator** purchasers) will provide weekly reminders, allowing users to track their progress. It also answers their frequently asked questions, and provides helpful skincare tips from the doctors.

“In our medical practices, follow-up is essential to achieve the best outcome,” stated Dr. Rodan. “With the app, we can track use patterns and recommend ways to maximize women’s macro-exfoliation results. Our goal -- to enhance the overall experience increasing compliance and achieving visibly improved results.”

**Sunday Night Skincare**
Now with the **REDEFINE MACRO Exfoliator** women can help redefine the future of their skin every week.

“The **MACRO Exfoliator** and corresponding app make it easy for women to get their skin in the best shape possible,” says Dr. Fields. “All they need to do is set aside 5 minutes every week (we like to think of it as Sunday Night Skincare) to treat their skin to a professional level experience,” says Dr. Rodan. “You don't want to cover your skin up, you want to clear it off and make way for the future.”

For the best results, the rechargeable **MACRO Exfoliator** is recommended for once a week use on clean, dry skin. After selecting either the DOC-SMART or Manual mode, users should exfoliate face for 5 minutes with moderate and comfortable pressure. Smooth, even motions are best. Once completed, immediately follow with one ampoule of **MACRO Exfoliator Cooling Gel**. Apply entire contents onto macro exfoliated areas, including neck and chest. If skin feels dry, follow with facial moisturizer.

**Rodan + Fields Dermatologists**, at the forefront of clinical skin care, merges effective over-the-counter medicines with active cosmetics to provide real and visible results. Committed to bringing dermatology to the home, the brand offers solutions for everyday skin issues targeting them with dedicated regimens designed to take the guesswork out of skincare. Each regimen uses a step-by-step system called **Multi-Med® Therapy** that addresses all aspects of a skin condition. Product lines include **UNBLEMISH**, **REVERSE**, **SOOTHE**, **REDEFINE** and **ESSENTIALS**. From problem identification and superior dermatological-based formulations to unprecedented support and follow-up, **Rodan + Fields** seeks to provide the most complete dermatological experience outside of a medical office. Products are available through **Rodan + Fields** Independent Consultants and at www.rodanandfields.com.

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