RODAN+FIELDS
REDEFINE
Regimen for the Appearance of Lines, Pores and Loss of Firmness
Young skin has healthy amounts of collagen and elastin fibers, keeping it firm and supple. Physiological changes, environmental factors (especially sun exposure) and detrimental lifestyle choices like smoking, all contribute to our skin’s loss of these supportive fibers as we age. With a reduction of collagen and elastin, we see sagging, wrinkles and noticeably enlarged pores. Thankfully, the right skincare can help maintain skin’s youthful appearance and defend your skin against the effects of time and the environment. The end result: a visibly firmer, more radiant and flawless-looking complexion.

So start today. We are all aging all the time, but what that looks like is up to you.

Katie Rodan, M.D.  Kathy Fields, M.D.
How Does the **REDEFINE** Regimen Work?

Based on Multi-Med® Therapy, **REDEFINE** is a comprehensive skincare solution that combines cosmetic and active-OTC ingredients to help defend against and reduce the visible signs of aging. By combining the right ingredients, in the right formulations, and using them in the right order, the regimen:

- Refines skin’s texture for softer, smoother-looking skin.
- Effectively minimizes the appearance of pores by removing pore-clogging dead skin cells.
- Reduces the appearance of lines and wrinkles.
- Hydrates and increases skin elasticity.
- Helps to visibly firm the skin.
- Contains antioxidants and provides effective photostable broad spectrum UVA/UVB sunscreen protection.
- Replenishes skin’s natural moisturizing factors (NMFs) through vitamins A, C and E and other vital skin nutrients.
**REDEFINE** Results

After eight weeks of **REDEFINE** use, participants in an independent clinical study achieved the following results:*  

**PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT**

*Unretouched photos after eight weeks of use. Results may vary.

**BEFORE**

100% texture  
91% radiance  
90% smoothness  
83% softness  
80% fine lines  
80% pore size  
80% wrinkles  
80% elasticity  
78% even skin tone  
76% brown spots

**AFTER**

**SKIN REPLICAS OF CROW’S-FEET**

**BEFORE**

**AFTER**

**Unretouched photos after eight weeks of use. Results may vary.**

**Unretouched photos after four weeks of use. Results may vary.**

**BEFORE**

**AFTER**

**Unretouched photos after four weeks of use. Results may vary.**
The 4-Product **REDEFINE** Regimen

<table>
<thead>
<tr>
<th>Step</th>
<th>Product</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>REDEFINE Daily Cleansing Mask</strong></td>
<td>Creamy, kaolin clay-based cleansing mask dries in two minutes, drawing impurities from pores without robbing skin of essential moisture. Fine dimethicone microbeads gently exfoliate to smooth the skin without disrupting skin’s delicate moisture barrier.</td>
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<tr>
<td>2</td>
<td><strong>REDEFINE Pore Minimizing Toner</strong></td>
<td>Exclusive combination of pore-clarifying ingredients minimizes the appearance of enlarged pores in this fast-acting, alcohol-free liquid vehicle. Gentle poly-hydroxy acids exfoliate pore-clogging dead skin cells while natural oligosaccharides help reduce the appearance of pores.</td>
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<td>3 am</td>
<td><strong>REDEFINE Triple Defense Treatment</strong></td>
<td>Moisturizing treatment with broad spectrum SPF 30 protection contains a clinically proven concentration of powerful peptides to reduce the appearance of lines and wrinkles and visibly firm skin. Exclusive SHIELD\textsuperscript{rf} sunscreen technology combines stabilized avobenzone and free radical fighting colorless carotenoids for effective photostable broad spectrum UVA/UVB protection to visibly decelerate the signs of photoaging that appear over time. Optical brighteners minimize the appearance of skin flaws while skin protectant ingredients, dimethicone and hyaluronic acid provide moisturization.</td>
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<tr>
<td>3 pm</td>
<td><strong>REDEFINE Overnight Restorative Cream</strong></td>
<td>Ultra-hydrating cream replenishes skin’s natural moisturizing factors (NMFs) while you sleep for visibly firmer, less-lined skin in the morning. Contains clinically proven concentrations of peptides and niacinamide to help minimize the appearance of wrinkles and to help maintain firmer-looking skin. Moisture-recycling complex of hyaluronic acid and glycerin helps prevent moisture loss while 12-hour, time-released antioxidants A, C and E help replenish vital skin nutrients.</td>
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Getting Started

For best results, follow the schedule below:

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<tr>
<th>DAY 1</th>
<th>DAY 2</th>
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<td>MORNING</td>
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- Use **REDEFINE** Daily Cleansing Mask, Pore Minimizing Toner and Triple Defense Treatment in the morning. Replace Triple Defense Treatment with Overnight Restorative Cream as the last step of the regimen in the evening.

- To reveal your smoothest, freshest-looking skin, incorporate the **REDEFINE MACRO Exfoliator** into your nighttime skincare routine once per week.

- For a firmer looking appearance, incorporate the **AMP MD** System into your nighttime skincare routine.

- If your skin is sensitive, first use the **SOOTHE** Regimen for at least 30 days prior to transitioning as tolerated to the **REDEFINE** Regimen.

**SUPPLEMENT YOUR REGIMEN**

Clean face of makeup prior to using **REDEFINE** Daily Cleansing Mask as this step is meant to help clean the face but is not a heavy makeup remover. We suggest first using **REDEFINE** Eye Cloths to remove all makeup, then following with **REDEFINE** Daily Cleansing Mask as directed.

To minimize the appearance of crow’s-feet, dark circles and puffiness, try **REDEFINE** Multi-Function Eye Cream.
GET A FAST START  Get professional level benefits in the comfort of your home. We developed the REDEFINE MACRO Exfoliator™ to sweep away a week’s worth of dulling dead skin cells in just five minutes, leaving behind smoother, healthier-looking luminous skin. The proof is in the filter where you can actually see the dulling, dead outermost skin cells and debris that have been covering up your best skin. Our guarantee? You will feel the difference in your skin after only one use.

AMP IT UP  Take a firm position on aging skin with our patent-pending REDEFINE AMP MD™ System. The noninvasive AMP MD Micro-Exfoliating Roller and REDEFINE Night Renewing Serum are clinically proven to safely and effectively amp up your daily skincare routine for a firmer, more youthful appearance.
Frequently Asked Questions

Do I need to use all of the steps in the REDEFINE Regimen to get results?

Yes, each product in the REDEFINE Regimen builds on the last, addressing the visible signs of aging skin caused by decreased cell turnover, diminished collagen production, dryness and the cumulative effects of environmental damage. The REDEFINE Regimen provides exfoliation, moisturization and protection from environmental aggressors to minimize large pores, diminish the appearance of lines and wrinkles, and restore a smooth, luminous complexion. Skipping any of these steps can minimize results.

When can I expect to see results from the REDEFINE Regimen?

With regular use of the REDEFINE Regimen your skin will look smoother and softer, changes often experienced after the first use. Within two months, your skin will appear firmer, lines and wrinkles will be less noticeable, pores will look tighter and your complexion will become more luminous and refined.

How do I use REDEFINE Night Renewing Serum with the REDEFINE Regimen?

In the evening, after using REDEFINE Daily Cleansing Mask and Pore Minimizing Toner, open one REDEFINE Night Renewing Serum capsule and apply contents over the entire face and neck, avoiding eye area. Follow with REDEFINE Overnight Restorative Cream.

My skin is looking more firm with less lines and wrinkles. Now what should I do?

The secret to great skin is consistent care. If you are using the REDEFINE Regimen, consider using our personal exfoliation tool, the MACRO Exfoliator™, for five minutes once per week to reveal your smoothest, freshest-looking skin. Continue using both to maintain your results and to further protect the future of your skin.

Can I use the REDEFINE Regimen if I’m pregnant or nursing?

We recommend that a woman who is pregnant or nursing confer with her physician about her current products and before making any change to her skincare routine. Providing the appropriate ingredient lists will help inform the physician.