Frequently Asked Questions:
REDEFINE ACUTE CARE™ Skincare for Expression Lines

1. **HOW DOES REDEFINE ACUTE CARE WORK?**
   ACUTE CARE smooths wrinkles with proprietary Liquid Cone Technology that melts line-defying peptides and hyaluronic acid directly into the wrinkle for a more youthful-looking appearance.

2. **WHEN CAN I EXPECT TO SEE RESULTS FROM REDEFINE ACUTE CARE?**
   Based on an independent clinical study conducted on crow’s feet, most participants saw visible reduction in the appearance of fine lines and wrinkles in 4 weeks.

3. **HOW LONG SHOULD I USE REDEFINE ACUTE CARE?**
   For best results, use ACUTE CARE as directed 3 times a week (for example, Monday, Wednesday, Friday) for 10 applications.

4. **HOW DO I USE REDEFINE ACUTE CARE?**
   ACUTE CARE should be used in conjunction with your nighttime skincare routine. Do not use over active breakouts or areas of sensitivity, redness or irritation.
   For best results, use ACUTE CARE 3 times a week (for example, Monday, Wednesday, Friday). Results can last up to 12 weeks when used with REDEFINE Regimen.

   **TO APPLY ACUTE CARE, FOLLOW THESE STEPS:**
   1. Before applying ACUTE CARE, cleanse your face with Step 1 of your Regimen. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
   2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.
   3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles.
   4. Follow with the rest of your nighttime Regimen, avoiding the area around ACUTE CARE.

   **TO REMOVE ACUTE CARE, FOLLOW THESE STEPS:**
   1. In the morning, gently remove ACUTE CARE from skin.
   2. Remove residue with REDEFINE Eye Cloths and follow with your morning Regimen routine.

5. **WHAT IS LIQUID CONE TECHNOLOGY?**
   Liquid Cone Technology is a targeted delivery system. Each liquid cone holds hyaluronic acid and oligopeptide-1 in solid form until it comes into contact with skin. Upon contact, the cone melts onto the skin and into the wrinkle.
6. WHERE SHOULD I USE REDEFINE ACUTE CARE?

ACUTE CARE was clinically tested on crow’s feet. However, we have seen and heard great success stories from Customers using ACUTE CARE on other facial expression lines, including the area around the lips, over smile lines, on the forehead and between the brows.

7. CAN I USE REDEFINE ACUTE CARE WITH THE REDEFINE AMP MD™ SYSTEM?

Yes, you can use ACUTE CARE and REDEFINE AMP MD System together. For best results, follow these steps:

1. Cleanse with Step 1 of your Regimen.
2. Divide face into sections (forehead, right side, left side, chin, nose and neck) and with moderate and comfortable pressure, roll AMP MD over each section 4-10 times, changing directions with each pass: vertically, horizontally, in a diagonal from upper left to lower right, and in a diagonal from upper right to lower left.
3. After rolling, apply ACUTE CARE to expression lines as directed. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
4. Apply contents of one REDEFINE Night Renewing Serum capsule to entire face and neck. Be sure to apply REDEFINE Night Renewing Serum carefully, staying ¼ inch away from ACUTE CARE.
5. Layer your Regimen moisturizer and be sure to stay ¼ inch away from ACUTE CARE.

Please note: AMP MD should not be used over active breakouts or on sensitive skin.

8. CAN I USE ACUTE CARE WITH REDEFINE REGIMEN AND REDEFINE AMP MD SYSTEM?

Yes, you can use ACUTE CARE with REDEFINE Regimen and REDEFINE AMP MD System and, in fact, clinical studies show visible improvement over 12 weeks by combining ACUTE CARE with the REDEFINE Regimen. For best results, follow these steps:

2. Divide face into sections (forehead, right side, left side, chin, nose and neck) and with moderate and comfortable pressure, roll AMP MD over each section 4-10 times, changing directions with each pass: vertically, horizontally, in a diagonal from upper left to lower right, and in a diagonal from upper right to lower left.
3. After rolling, apply ACUTE CARE to expression lines as directed. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
4. Apply contents of one REDEFINE Night Renewing Serum capsule to entire face and neck. Be sure to apply REDEFINE Night Renewing Serum carefully, staying ¼ inch away from ACUTE CARE.
5. Layer REDEFINE Overnight Restorative Cream and be sure to stay ¼ inch away from ACUTE CARE.
9. CAN I USE ACUTE CARE WITH REVERSE REGIMEN AND REDEFINE AMP MD MICRO-EXFOLIATING ROLLER?

Yes, you can use ACUTE CARE with REVERSE Regimen and REDEFINE AMP MD Micro-Exfoliating Roller. For best results, follow these steps:

2. Divide face into sections (forehead, right side, left side, chin, nose and neck) and with moderate and comfortable pressure, roll AMP MD over each section 4-10 times, changing directions with each pass: vertically, horizontally, in a diagonal from upper left to lower right, and in a diagonal from upper right to lower left.
3. After rolling, apply ACUTE CARE to expression lines as directed. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
4. Layer Dual Active Brightening Complex* to entire face and neck. It will dry down in approximately 45 seconds.
5. Apply moisturizer as needed, staying ¼ inch away from ACUTE CARE.

*REVERSE Dual Active Brightening Complex contains a healthy dose of retinol. When using the AMP MD, the Dual Active Brightening Complex may be all that you need. However, if you are also concerned about the visible signs of aging, the peptides in REDEFINE Night Renewing Serum can help. Layer Night Renewing Serum over the Dual Active Brightening Complex in this case.

10. CAN I USE REDEFINE ACUTE CARE AFTER USING THE REDEFINE MACRO EXFOLIATOR™?

While ACUTE CARE and the MACRO Exfoliator can be used in conjunction with each other, ACUTE CARE should not be applied on MACRO E-exfoliated skin and should not be used on the same day as the MACRO Exfoliator.

11. HOW DO I USE REDEFINE ACUTE CARE WITH THE REVERSE REGIMEN?

For best results, follow these steps:

1. Before applying ACUTE CARE, cleanse your face with REVERSE Deep Exfoliating Wash. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.
3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles.
4. Follow with the rest of the REVERSE nighttime Regimen, avoiding the area around ACUTE CARE.
12. HOW DO I USE REDEFINE ACUTE CARE WITH THE REDEFINE REGIMEN?

For best results, follow these steps:

1. Before applying ACUTE CARE, cleanse your face with REDEFINE Daily Cleansing Mask. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.
3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles.
4. Follow with the rest of the REDEFINE nighttime Regimen, avoiding the area around ACUTE CARE.

13. HOW DO I USE REDEFINE ACUTE CARE WITH THE UNBLEMISH REGIMEN?

ACUTE CARE can be used with the UNBLEMISH Regimen, but not on active acne. For best results, follow these steps:

1. Before applying ACUTE CARE, cleanse your face with UNBLEMISH Acne Treatment Sulfur Wash. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.
3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles. Do not apply ACUTE CARE on active acne.
4. Follow with the rest of the UNBLEMISH nighttime Regimen, avoiding the area around ACUTE CARE.

14. HOW DO I USE REDEFINE ACUTE CARE WITH THE SOOTHE REGIMEN?

ACUTE CARE can be used with the SOOTHE Regimen, but not on areas of sensitivity, redness or irritation. For best results, follow these steps:

1. Before applying ACUTE CARE, cleanse your face with SOOTHE Gentle Cream Wash. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.
2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.
3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles. Do not apply ACUTE CARE over areas of sensitivity, redness or irritation.
4. Follow with the rest of the SOOTHE nighttime Regimen, avoiding the area around ACUTE CARE.

15. CAN I USE REDEFINE ACUTE CARE EVERY DAY?

It is recommended that ACUTE CARE be applied three times a week (for example, Monday, Wednesday, Friday).
16. HOW LONG WILL REDEFINE ACUTE CARE RESULTS LAST?
If used three times a week for 10 applications with the REDEFINE Regimen, the results can be maintained for up to another eight weeks with continued use of REDEFINE. When ACUTE CARE is used in conjunction with the REDEFINE Regimen and AMP MD, the benefit can be maintained even further.

17. CAN I REUSE A REDEFINE ACUTE CARE?
ACUTE CARE is designed for one-time use.

18. CAN I USE REDEFINE ACUTE CARE ON A SCAR?
ACUTE CARE has not been tested for use on scars. It is suggested that you consult with a dermatologist or plastic surgeon about treatments available to minimize the appearance of scars or keloids.

19. CAN I REPOSITION REDEFINE ACUTE CARE AFTER I APPLY IT?
Re-positioning or re-applying ACUTE CARE once it is in place is not recommended. The adhesive will be lost once it is removed from the skin.

TO CORRECTLY POSITION ACUTE CARE, FOLLOW THESE STEPS:
1. Before applying ACUTE CARE, cleanse your face with Step 1 of your Regimen. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.

2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure.

3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles.

4. Follow with the rest of your nighttime Regimen, avoiding the area around ACUTE CARE.

20. HOW DO I REMOVE REDEFINE ACUTE CARE?
To remove ACUTE CARE, hold the skin down with an index finger as you gently peel back ACUTE CARE. Remove residue with makeup remover and follow with your morning Regimen routine.

21. WHAT SHOULD I DO AFTER I REMOVE ACUTE CARE?
Remove residue with makeup remover and follow with your morning Regimen routine. For long-term results, use with REDEFINE and REDEFINE AMP MD System.

22. CAN I USE REDEFINE ACUTE CARE IF I GET BOTOX® AND/OR FILLER INJECTIONS?
If you are under the care of a medical professional, you should consult with her or him regarding your skincare regimen by providing the product’s ingredient list. If you are taking prescription medication, you should consult with your physician regarding your skincare regimen.

Click here for the Rodan + Fields® ingredient list: https://www.rodanandfields.com/Images/Archives/Ingredient_List_020813.pdf
23. CAN I USE REDEFINE ACUTE CARE IF I AM USING RETIN-A (TRETINOIN)?

If you are under the care of a medical professional, you should consult with her or him regarding your skincare regimen by providing the product’s ingredient list. If you are taking prescription medication, you should consult with your physician regarding your skincare regimen.

Click here for the Rodan + Fields ingredient list:

24. CAN I USE REDEFINE ACUTE CARE IF I AM PREGNANT OR NURSING?

It is recommended that a woman who is pregnant or nursing consult with her doctor before making any changes regarding her skincare routine. Providing the appropriate ingredient lists will help inform the doctor.

Click here for the Rodan + Fields ingredient list:

25. CAN I USE REDEFINE ACUTE CARE WITH ANY R+F REGIMEN? IF NOT, WHICH SHOULD I AVOID?

ACUTE CARE can be used with all R+F Regimens. However, it should not be used on active acne or areas of sensitivity, redness or irritation.

26. CAN I USE REDEFINE ACUTE CARE IF I HAVE AN ADHESIVE ALLERGY?

Using ACUTE CARE if you have an adhesive allergy is not recommended.

27. WILL REDEFINE ACUTE CARE STICK IF I HAVE OILY SKIN?

To remove any excess oil, wash your face with your Regimen cleanser and wipe the eye area. Gently press a gauze pad to your face to absorb any residual moisture on the skin. Apply ACUTE CARE to dry skin as directed.

28. REDEFINE ACUTE CARE IRRITATED MY SKIN. WHAT SHOULD I DO? CAN I CONTINUE TO USE ACUTE CARE?

If the skin has become red or irritated, follow these steps:

1. Gently cleanse the face of any residual product (with either water or a mild cleanser), then rinse and gently pat the skin dry.
2. Apply a hydrocortisone 1% cream to localized areas of irritation or redness as directed, staying away from the eye.
3. If your skin feels dry, layer with a mild moisturizer as directed. If the skin feels warm, apply a cold compress and hold this on the area for three to five minutes, three times an hour.
4. If your skin does not respond to the above protocol after 24 hours, consult your doctor/dermatologist for an evaluation. Providing the appropriate ingredient lists will help inform the doctor.

Click here for the Rodan + Fields ingredient list:
29. **REDEFINE ACUTE CARE DID NOT STAY ON DURING THE NIGHT. WHY IS THAT?**

It is important to follow the usage instructions for ACUTE CARE so that the adhesive will stick.

**FOLLOW THESE STEPS TO CORRECTLY POSITION AND ADHERE ACUTE CARE:**

1. Before applying ACUTE CARE, cleanse your face with Step 1 of your Regimen. Skin must be completely clean and dry before you apply ACUTE CARE. Do not use any leave-on products underneath ACUTE CARE, including eye cream.

2. Tear open the pouch and remove ACUTE CARE from the transparent container. Carefully remove the white protective film and do not touch the delicate microstructure. For best results, use immediately after opening.

3. Position ACUTE CARE over the wrinkle area and press the adhesive gently against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles.

4. Follow with the rest of your nighttime Regimen, avoiding the area around ACUTE CARE.

30. **REDEFINE ACUTE CARE IS PAINFUL WHEN I APPLY IT. WHAT SHOULD I DO?**

Remove ACUTE CARE and discontinue use.

**IF THE SKIN HAS BECOME RED OR IRRITATED WHILE USING THE PRODUCT(S), FOLLOW THESE STEPS:**

1. Gently cleanse the face of any residual product (with either water or a mild cleanser), then rinse and gently pat the skin dry.

2. Apply a hydrocortisone 1% cream to localized areas of irritation or redness as directed, staying away from the eye. If your skin feels dry, layer with a mild moisturizer as directed.

3. If the skin feels warm, apply a cold compress and hold this on the area for three to five minutes, three times an hour.

4. If your skin does not respond to the above protocol after 24 hours, consult your doctor/dermatologist for an evaluation.

Providing the appropriate ingredient lists will help inform the doctor.

Click here for the Rodan + Fields ingredient list:

Please note: If your skin becomes red, irritated or swollen, do not use REDEFINE ACUTE CARE.

31. **I ACCIDENTALLY APPLIED REDEFINE ACUTE CARE TOO CLOSE TO MY EYE AND THE EYE IS RED, IRRITATED AND PAINFUL. WHAT SHOULD I DO?**

Seek medical attention immediately.

32. **CAN I USE REDEFINE ACUTE CARE IF I HAVE JUST HAD A FACIAL PEEL, WAXING OR LASER TREATMENT?**

If you are under the care of a medical professional or professional esthetician, you should consult with them regarding your skincare Regimen. This can be as simple as providing them with the product ingredient list. If you are taking prescription medication, you should consult with your physician regarding your skincare Regimen.

Click here for the Rodan + Fields ingredient list:
33. CAN I USE REDEFINE ACUTE CARE IF I USE A SONIC FACIAL CLEANSING BRUSH (E.G., CLARISONIC)?
It is not recommended to use ACUTE CARE after using a sonic cleansing brush as this has not been tested and may irritate the skin.

34. WILL REDEFINE ACUTE CARE BE AVAILABLE WITHOUT A REGIMEN?
Yes, starting on August 4, 2015, ACUTE CARE will be available to all customer types as a stand-alone product.

35. IS REDEFINE ACUTE CARE ELIGIBLE FOR CRP (CONSULTANT REPLENISHMENT PROGRAM)?
Yes, REDEFINE ACUTE CARE is eligible for CRP when selected as a stand-alone item, #AAAC010-01.

36. CAN PREFERRED CUSTOMERS ADD REDEFINE ACUTE CARE TO THEIR PC PERKS SHIPMENT?
Yes, Preferred Customers can add REDEFINE ACUTE CARE to their bi-monthly order.

37. CAN REDEFINE ACUTE CARE BE RETURNED?
We want you to be fully satisfied with every item that you purchase from Rodan + Fields. So, if for any reason you are not completely satisfied, you may return the unused portion of the product within 60 days from the date of order for a full refund of the purchase price (less shipping and handling charges).

38. HOW CAN I PROMOTE THIS LAUNCH?
1. Reference the ACUTE CARE Business-Building Guide for a snapshot of marketing assets available to support the launch of ACUTE CARE.
2. Look for shareable flyers and assets available through Communications Corner, Insider Scoop and Social Media.
3. Reference the ACUTE CARE Training Guide for a snapshot of tools and content you can use to maximize the launch of ACUTE CARE.

39. WILL THE SOLUTION TOOL RECOMMEND ACUTE CARE TO MY PROSPECTIVE CUSTOMERS?
Yes, the Solution Tool has been updated to include ACUTE CARE as a recommendation.