Wrinkles, Your Days Are Numbered

TRAINING AND MARKETING SUPPORT
This guide provides all of the tools and content you need to maximize the launch of ACUTE CARE.

ENGAGE YOUR TEAM WITH THE LAUNCH OF ACUTE CARE
ENROLL NEW CONSULTANTS
SELL ACUTE CARE TO NEW AND EXISTING PCS
BECOME A PRODUCT AMBASSADOR
TELL THE STORY

Get comfortable talking about ACUTE CARE in your own voice.

**WHAT IT IS:** ACUTE CARE targets wrinkles with line-defying hyaluronic acid and peptides for visibly reduced expression lines in 10 uses over 4 weeks.

**WHAT IT DOES:** Our state-of-the-art, patented Liquid Cone™ technology melts into lines and wrinkles for smoother, younger-looking skin with visible results in 10 uses over 4 weeks. It’s so simple, it goes to work when you go to sleep.

**HOW IT DOES IT:** Each liquid cone holds hyaluronic (hahy-uh-loo-ron-ik) acid and oligopeptide-1 (oh-lee-go-peptide) in solid form until it comes into contact with skin. Upon contact, the cone melts onto the skin and into the wrinkle.

**HOW TO USE IT:** ACUTE CARE should be used in conjunction with your nighttime skincare routine. Do not use over active acne or on areas of sensitivity, redness or irritation. For best results, use ACUTE CARE three times a week.

**WHY TO USE IT WITH A REGIMEN:** Using ACUTE CARE in partnership with a Regimen is what helps you achieve enhanced results. Hyaluronic acid works best on hydrated skin so a Regimen like REDEFINE can help prepare your skin for best results. Daily skincare is essential to healthy skin function and repair. Your Regimen is like your insurance policy that protects your skin. To further enhance results, use AMP MD for a more youthful-looking appearance.

Practice with your business partner to ensure you are both confident talking about ACUTE CARE.

**DEMONSTRATION**

**OPTION A:**
1. Take one patch of ACUTE CARE and pass it around so that everyone gets a chance to touch and feel the Liquid Cone technology.
2. At the end of the presentation, select a candidate to take home one patch of ACUTE CARE to try overnight.
3. Take a before photo, and ask her/him to send an after photo in the morning to share on RodanandFieldsResults.com.
4. Show ACUTE CARE “before and after” photos.

**OPTION B:**
1. Select a candidate to try ACUTE CARE and remove any makeup with a REDEFINE Eye Cloth. *REDEFINE Eye Cloths are available in U.S.A. only.
2. Take a before photo then apply one patch of ACUTE CARE to the expression line.
3. Pass another patch of ACUTE CARE around so that everyone gets a chance to touch and feel the Liquid Cone™ technology.
4. Continue your presentation/event and, after 45 minutes, remove the previously applied ACUTE CARE.
5. Pass this ACUTE CARE around to allow everyone to touch and feel, and share how the Liquid Cone™ technology melts into skin.
6. Show ACUTE CARE “before and after” photos.
BECOME A PRODUCT AMBASSADOR

Educate yourself thoroughly on the ACUTE CARE story.

Review the Product Guide (US version | CA version) to become familiar with products that will enhance the results of ACUTE CARE, including the REDEFINE Regimen and family of products.

Practice what you will say to Tell the Story in conversations and during events/presentations.

Practice how to demonstrate ACUTE CARE and what you will say during your conversations and events/presentations.

Share your story on social media channels using #ACUTECARE.

Take your own “before and after” photos. Share your results with everyone you’ve introduced to ACUTE CARE.

Tips to take the best “before and after” photos:

- Remove makeup and pull hair back, away from the face.
- Find a room with good light, but no windows, and a plain wall for your background.
- Make sure camera is in focus.
- Consistency is key. Choose one or two images and be sure to use the same position for your after photo.

APPLICATION 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 gently press the adhesive against relaxed skin (do not stretch the skin). Gently press to activate liquid cones and smooth out any bubbles. Follow with the rest of your nighttime Regimen, avoiding the area around ACUTE CARE.
ENGAGE YOUR TEAM WITH THE LAUNCH OF ACUTE CARE

• Gather your team in person or on a conference call for an ACUTE CARE Launch Event.

• Introduce the ACUTE CARE campaign headline:

  Wrinkles, Your Days Are Numbered. Expression lines? More like obsession lines. See them there. Count them out.

  ACUTE CARE targets wrinkles with line-defying hyaluronic acid and peptides for visibly reduced expression lines in just 4 weeks.

• Encourage everyone to set goals for the launch. For example, how many people will you introduce Rodan + Fields® and ACUTE CARE to? How many boxes will you sell? How many new Consultants will you enroll?

• Tell the Story and ask everyone to practice telling the story of ACUTE CARE.

• Encourage your PCs and product experts to become Brand Ambassadors.

• Encourage everyone to share their ACUTE CARE results on RodanandFieldsResults.com for a chance to be featured and a chance to win a free box of ACUTE CARE or a Regimen of choice.

• Review Demonstration, Selling Tips and Follow Up best practices.

• Reach out to Consultants who have been less active recently. This launch provides a reason for a whole new conversation and a new way to reinvigorate their business. Identify product enthusiasts who will be excited about the launch of an innovative new product.

• Thank everyone for their time.

EVENT CHECKLIST FOR LAUNCH EVENTS, PRESENTATIONS AND PROSPECTING EVENTS

- Create an ACUTE CARE event flyer using the customizable flyers on Communications Corner
- Create your invite and post on social channels
- Gather and share press coverage highlighting ACUTE CARE
- Product Order Forms (US version | CA version)
- Download additional reference materials about ACUTE CARE including the
  ACUTE CARE Product Guide (US version | CA version), FAQs (US version | CA version)
SELLING TIPS

• Check out the Spark New Conversations with ACUTE CARE Guide to the Sale and video on PULSE in the Business Development Library to learn the steps to get you from conversation to sale with ACUTE CARE, including identifying and categorizing your customers, preparing for the conversation, and getting confident with closing the sale.

• Attract Customers on social media channels by posting “before and after” photos and shareable images about ACUTE CARE using #ACUTECARE.

• Share that ACUTE CARE addresses an issue we’ve never been able to address before—expression lines.

• Talk about the real results: You can expect to see results after using ACUTE CARE for 10 uses over 4 weeks. SOME may see results sooner.

• Teach how to apply ACUTE CARE and when to incorporate it into their Regimen.

• Share that using ACUTE CARE in partnership with a Regimen is what helps you achieve enhanced skincare results. Hyaluronic acid works best on hydrated skin so a Regimen like REDEFINE can help prepare your skin for best results. Daily skincare is essential to healthy skin. Your Regimen is like your insurance policy and adding ACUTE CARE helps you address the appearance of lines and wrinkles. To further enhance results, use AMP MD for a more youthful-looking appearance.

• Ask ACUTE CARE users to send you three photos—a photo before using ACUTE CARE, a photo after the first use and a photo after 4 weeks of use. Share their results on RodanandFieldsResults.com for a chance to be featured and win a free box of ACUTE CARE and their Regimen of choice.

FOLLOW UP

• Call your Customers within 2 days of purchasing ACUTE CARE. Ask questions about their experience and reinforce why using ACUTE CARE in partnership with a Regimen is key to achieving better, longer-lasting results.

• Using ACUTE CARE may spark their interest in the business. If they ask questions about the business, share your story and schedule a three-way call to discuss launching their Rodan + Fields business and enrolling as a Consultant.

• Gather referrals if they say they know someone who would be interested in using ACUTE CARE to address their expression lines.

• Schedule a follow-up appointment to check in on their 4 week results.

• Check in with PCs prior to their replenishment order and introduce additional products that may enhance their results.

• When it comes to following up with all of your customers about Rodan + Fields®, ACUTE CARE Skincare for Expression Lines is a great way to start conversations and introduce them to other R+F products.