Rodan + Fields® Launches REDEFINE ACUTE CARE™ Skincare for Expression Lines
Patented Liquid Cones “Melt” into Lines and Wrinkles for Naturally Smoother-looking Skin

Overnight Results that Continue to Build Over Time

Early-onset smile lines and more established crow’s feet and lip wrinkles are often the first signs of aging. While many people are bothered by or even obsessed with these aging changes, relatively few schedule an appointment with a dermatologist for recurring Botox® or filler injections.

Dr. Katie Rodan and Dr. Kathy Fields introduce their latest advanced at-home solution -- Rodan + Fields® REDEFINE ACUTE CARE™ Skincare for Expression Lines. Each ACUTE CARE patch holds more than one hundred microscopic liquid cones that melt into lines and wrinkle for smoother, more youthful looking skin. When used at night, these treatment patches fit comfortably under the eye or above the lip, to quickly and painlessly smooth targeted lines and wrinkles for a naturally younger-looking appearance. REDEFINE ACUTE CARE Skincare for Expression Lines delivers hyaluronic acid and peptides that produce visible results in the majority of users from just one use. Further benefits are seen and sustained with continued usage.

“Most women (myself included) don’t mind seeing a few wrinkles when we are smiling; but it really bothers us when the wrinkle ‘sticks’ throughout the day,” says Dr. Rodan. “Treating crow’s feet, in particular, is extremely challenging because the wrinkle is caused by a combination of muscle contractions and thinning skin. ACUTE CARE is a unique approach allowing us to aggressively target a wrinkle overnight. Think of it as an at-home infusion of hyaluronic acid that cosmetically fills wrinkles – allowing people to achieve impressive results without the need for clinic-based procedures.”

As Close as You Can Get to an In-Office Procedure ... No Needle Required
ACUTE CARE immediately smoothes targeted lines and wrinkles using proprietary, patented Liquid Cone Technology. Taking a page from the high-tech world of electronics, ACUTE CARE is created with the precision of semi-conductor technology utilizing a robotic computerized liquid handling platform. Through this meticulous manufacturing process, hyaluronic acid and anti-aging peptides create super potent liquid micro cones that melt into a wrinkle - effortlessly and painlessly infusing line-defying ingredients overnight for visible results as early as the first application.

Best of all, the benefits of a one-month course of treatment (applying “patches” three days a week), can last up to eight additional weeks when used in conjunction with the REDEFINE Regimen.

“Most available cosmetic quick fixes are based on difficult-to-use, temporary “film-formers” that tend to be uncomfortable and not worth the effort. One thing we know for sure is that if a product isn’t used, it has no chance of working,” said Dr. Fields. “With that in mind, we created an elegant product that delivers real results effortlessly. And while the half-moon shaped ACUTE CARE patches are designed for the eye area, they are easily applied to other areas of the skin as well.”
Just Two Super Potent Ingredients

ACUTE CARE is comprised of just two hard-working ingredients – hyaluronic acid and anti-aging peptides – without added excipients, preservatives or non-essential ingredients.

- **Hyaluronic Acid**: This naturally-occurring powerful humectant plumps wrinkles by keeping skin super-hydrated, supple, firm and young-looking.
- **Sh-Oligopeptide-1**: Chosen for its skin-enhancing properties, this potent peptide helps reduce the appearance of wrinkles and visibly increases skin firmness and elasticity, diminishing the look of unwanted expression lines.

Clinical Results:

*In an independent clinical test, ACUTE CARE produced a statistically significant improvement in crow’s feet after 4 weeks when used with the REDEFINE Regimen. After completing the 4-week course of ACUTE CARE three times a week, there was only minimal return of crow’s feet after a further 8 weeks -- when REDEFINE Regimen was also used for all 12 weeks.*

For best results: Use one set every third night for a month and repeat every two to three months as needed. The majority of people see an improvement overnight. Use immediately after opening.

Launching in October 2014, the REDEFINE ACUTE CARE Skincare for Expression Lines includes 10 sets (1 pair per set). *Suggested retail price: $220.*

Rodan + Fields, at the forefront of clinical skincare, merges effective over-the-counter drugs with 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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