Create the Future

Rodan + Fields® products, brand and business system enable you to tap into an unparalleled opportunity in the anti-aging skincare market. The Rodan + Fields Compensation Plan and incentive programs provide the opportunity to reap an abundance of rewards, both personal and financial, as you share our vision of changing skin and changing lives.
MULTIPLE WAYS TO EARN

The Rodan + Fields® Compensation Plan offers multiple ways to earn:

- **RETAIL PROFIT**¹ from selling product and from creating Customer loyalty with our Preferred Customer² (PC) Program.

- **CONSULTANT COMMISSION** from sales to the Consultants you sponsor and to PCs.

- **TEAM BUILDING COMMISSION** on sales made by your Personal Team³ and Consultants you sponsor.

- **LEADERSHIP DEVELOPMENT COMMISSION** on sales made by the extended organization your Personal Team creates.

- **INCENTIVE REWARDS** for performance achievements.

¹ A Consultant or higher Recognition Title can purchase R+F Products under the Program at Wholesale Prices for resale to her or his Customers or for her or his personal use. Accordingly, a Consultant or above can earn a Retail Profit representing any positive difference between the Wholesale Price and the marked-up selling price paid by the Consultant’s Retail Customers or Preferred Customers. Refer to the Policies and Procedures for more information.

² A Customer who purchases R+F Products from the company through a Consultant and enrolls in PC Perks, a bi-monthly auto-replenishment and Customer loyalty program (see PC Perks Terms and Conditions located in the Pulse Business Development Library for more details).

³ With respect to any Consultant, the Personal Team consists of (i) such Consultant’s Preferred Customers (PCs); (ii) such Consultant’s directly or indirectly sponsored Consultants who have not promoted to EC status; (iii) those directly or indirectly sponsored Consultant’s PCs; and (iv) the SV of the first Qualified EC in each respective Downline.
GETTING STARTED

Become an Executive Consultant (EC)

To begin building your business, focus on becoming an EC. Getting to and maintaining your Executive Consultant status and leading Consultants you sponsor to do the same is at the very core of how this plan builds. Your first step in becoming an EC is to achieve Active Consultant status.

ACTIVE CONSULTANT

As a Rodan + Fields Consultant, you can earn retail profit; enroll PCs and sponsor new Consultants. To be an Active Consultant, you simply need to acquire a minimum of 100 Sales Volume (SV) for your Consultant Account each Commission Period. When you acquire 100 or more SV for the period, you will receive 10% L1 Commission on all Commissionable Volume (CV) from the Consultants you personally sponsor and from their retail sales and from the PCs you personally enroll.

ACTIVE CONSULTANT

1. Commission Period is a calendar month.
2. Leadership titles earned by Executive Consultants as they build their Downline organizations and achieve and satisfy the requirements for each new title in accordance with the provisions of the Compensation Plan. Each new title requires the Consultant to maintain 100 in Personal Sales Volume (SV) and 600 PSL1V and is based on the number of new Executive Legs in the Consultant’s Personal Team. Please refer to the Policies and Procedures for more details.

CHART EXPLANATIONS

A Customer who purchases R+F Products from or through a Consultant at the suggested Retail Price. Refer to the Policies and Procedures for more information.

1 A Customer who purchases R+F Products from or through a Consultant at the suggested Retail Price. Refer to the Policies and Procedures for more information.
EXECUTIVE CONSULTANT

As an Active Consultant, your next target is to qualify as an Executive Consultant (EC) by achieving a minimum of 600 Personally Sponsored Level 1 Volume (PSL1V) in a Commission Period. PSL1V is the commissionable volume generated by the Consultants that you personally sponsor into the program, including CV from their Retail Customers and the CV from the Preferred Customers whom you personally enroll in the PC Perks program. As an EC, you earn an additional 5% Commission on the Commissionable Volume (CV) generated by all the Consultants in your Personal Team, in addition to the Retail Profit from your Retail Customers and PCs, and 10% Commission on all L1 CV.

EXECUTIVE CONSULTANT

600 Personally Sponsored Level 1 Volume (PSL1V) from Consultants you sponsor and their Retail Customers and Preferred Customers you personally enroll

100 SV from personal purchases or from your Retail Customers

5% PERSONAL TEAM COMMISSION

10% L1 COMMISSION

1 A bi-monthly auto-replenishment program for Preferred Customers. Please refer to PC Perks Terms and Conditions located in the Pulse Business Development Library for more details.
ACHIEVING LEVEL II EXECUTIVE CONSULTANT STATUS

When you maintain your Executive Consultant status and support the promotion of a second Consultant in your Personal Team to an EC, you will promote yourself to a Level II Executive Consultant (LII EC). As a Level II EC, you will earn Retail Profit, L1 Commission, Personal Team Commission and 5% Commission on Generation I and Generation II Volume.

Achieving this title is a critical milestone in the Rodan + Fields leadership journey. It is the outcome of sponsoring two Consultants and helping them become Executive Consultants. Many successful Consultants are able to achieve this in their first two months in business. Each subsequent two ECs moves you to the next levels III and IV.

LEVEL II EXECUTIVE CONSULTANT

Two ECs in Personal Team

GENERATION I = 5%
Level V Executive Consultant

Once you have grown your organization successfully and supported the advancement of eight Consultants in your Personal Team to Executive Consultants, you will be promoted to a Level V Executive Consultant (LV EC). As a Level V EC, you will earn Retail Profit, L1 Commission, Personal Team Commission and, 5% Commission on Generation I – Generation V Volume.

ULTIMATE DESTINATION

RF^x

Maximize the compensation plan with RF^x when you continue to build your organization with 15 ECs in your Personal Team, five of whom are LV ECs. When you reach this ultimate destination you will earn 2.5% Commission on your Generation VI Volume. As your organization continues to grow and develop, this has the potential to meaningfully increase your earnings.

LEVEL V EXECUTIVE CONSULTANT

RF^x PERSONAL TEAM SNAPSHOT

WATCH THE PLAN GROW

The Rodan + Fields Compensation Plan offers many opportunities to earn. The Income Illustrator is an interactive tool that allows you to build hypothetical organizations and see potential earnings. Talk to your Independent Consultant for more information.
In addition to earning Commission through our generous Compensation Plan, you may also become eligible to participate in award programs that are offered from time to time. From our Fast Start program designed to help Consultants get an early return on their investments to our Road to RFx Lexus Car Incentive, the Compensation Plan and bonus programs offer the possibility of residual income and an abundance of lifestyle rewards.

The Rodan + Fields® compensation plan has been created with one goal in mind … your success. The plan may reward both part-time and full-time efforts. The following table and illustrations present an overview of the earning opportunities associated with individual sales and leadership advancement in the Rodan + Fields Consultant program.

### MORE REWARDS

### COMPENSATION PLAN

**AT A GLANCE**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Consultant</th>
<th>Active Consultant</th>
<th>Executive Consultant</th>
<th>Level II Executive</th>
<th>Level III Executive</th>
<th>Level IV Executive</th>
<th>Level V Executive</th>
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<td>Purchase $45 Business Portfolio</td>
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<tr>
<td>Personally Sponsored Level 1 Volume (PSL1V)</td>
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<td>600 PSL1V</td>
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<tr>
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<td>4</td>
<td>6</td>
<td>8 or more</td>
<td>15 or more*</td>
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</table>

### Earning Potential

| Level 1 (L1) Consultant Commission | 10% | 10% + 5% | 10% + 5% | 10% + 5% | 10% + 5% | 10% + 5% | 10% + 5% |
| Personal Team Commission (below L1) | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation I Executive Team Commission | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation II Executive Team Commission | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation III Executive Team Commission | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation IV Executive Team Commission | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation V Executive Team Commission | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Generation VI Executive Team Commission | 2.5% |

* To be paid as RFx, you must have at least 15 EC Legs in your Personal Team, 5 of which must be Level V EC Legs.

All commission calculations are based on wholesale price (or percentage of wholesale price).
The examples in this brochure are for illustration purposes only and are not in any way intended to provide business advice. Rodan & Fields, LLC does not guarantee that Consultants participating in the business opportunities described in this brochure will generate any income. As with any business, each Consultant’s business results may vary, and will be based on, among other factors, such Consultant’s individual capacity, business experience, expertise, and motivation. Readers are cautioned not to place undue reliance on the examples in this brochure and are urged to perform their own due diligence prior to making any decision to participate.