ADVANCED PRODUCT TRAINING

SOOTHE REGIMEN
This advanced training describes the conditions of sensitive, irritated skin, and facial redness and clarifies the purpose and effectiveness of the Rodan + Fields SOOTHE Regimen and ancillary product.

Discover how Multi-Med® Therapy targets all aspects of sensitive skin and yields clinically proven results.

Learn product tips, demonstrations, and how to answer Frequently Asked Questions.
SENSITIVITY COMES IN MANY FORMS

Dry, Itchy, Sensitive

Stingy, Red Patches
SENSITIVITY COMES IN MANY FORMS

Flushing and Burning

Exhibiting symptoms of Eczema, Psoriasis, or Rosacea
SENSITIVITY COMES IN MANY FORMS

Reactive but looks normal

Chafing after shaving, experiencing razor burn
PRECURSORS OF SENSITIVITY

- Genetics
- Allergies
- Illness or Stress
- Environmental stressors
- Change in Climate
FUNCTIONING HEALTHY SKIN

Outer most layer of the skin:

- Stratum corneum
  - Skin cells and lipids (fats)
- Protective barrier
  - Like shingles on a roof; keeps irritants out and moisture in
• Environmental aggressors attack the outer layer like a sledge hammer through a roof

• Small fissures allow damage, irritants enter and moisture escapes.

• The end result is red patches, irritation, dryness, sensitivity and inflammation.
“70% of us would describe ourselves as having sensitive skin at one time or another. Sometimes sensitive skin is more something you feel rather than something you see”

–Dr. Kathy Fields
A SENSITIVE SOLUTION

The SOOTHE Regimen for Sensitive, Irritated Skin, and Facial Redness with Multi-Med® Therapy
MULTI-MED® THERAPY

The key to Rodan + Fields® skincare includes these two fundamental truths:

1. It takes real OTC (over the counter) medicines to achieve real results
2. It takes more than one ingredient or product to effectively treat a complex skin condition—thus Multi-Med® Therapy
Soothe Regimen

1. Gentle Cream Wash
   Purifies

2. Sensitive Skin Treatment
   Shields against environmental aggressors

3. UVA/UVB SPF 15 Sunscreen
   Fortifies barrier
GENTLE CREAM WASH

- Gently **purifies** the skin
- Soap-free; cleanses without drying
- Leaves skin smooth and soft
- Strengthens natural moisture barrier
- Chamomile, Sea Whip extract, green tea soothe skin
SENSITIVE SKIN TREATMENT

- Exclusive RFp3 peptide technology shields against environmental aggressors that trigger inflammation, breakouts, and aging.
- FDA allowed OTCs Dimethicone 3.8% and Allantoin 0.5% protect skin
- Optical diffusers diminish redness
- Aloe Vera, chamomile, and hydrating agents further de-stress red, irritated skin
RFP3-ENHANCED PEPTIDE TECHNOLOGY

- A patent-pending proprietary system of anti-inflammatory and anti-microbial peptides
- Soothing peptides interrupt the inflammatory cascade to promote smooth, clear, healthy-looking skin
- Detoxifying peptides kill bacteria and purify skin
- Includes peptides that shield against collagen damaging enzymes
- Enhances skin’s resiliency to the irritating and aging impacts of oxidative stress
Free radicals on bacteria trigger inflammation in skin.

Free radical toxins alone also bind to skin cells and cause inflammation.
**RFP3-ENHANCED PEPTIDE TECHNOLOGY**

Oligopeptide 10 kills bacteria and blocks the effect of bacterial toxins on skin.

Tetra peptide 16 blocks the inflammatory process when it is triggered.
UVA/UVB SPF 15 SUNSCREEN

- FDA allowed OTC Zinc Oxide and Octinoxate sunscreens reduce heat and light for UVA/UVB protection
- Lipids **fortify** moisture barrier
- Vitamin E for anti-oxidant defense
- Soothes and hydrates skin
When using SOOTHE Sensitive Skin Treatment, those with mild to moderate rosacea, found an improvement in redness and overall irritation in **5 minutes** with continued improvement over time.
2 WEEK RESULTS
Treats sensitive skin to create calmer, less reactive skin

Before

After
SPECIALY CHOSEN INGREDIENTS

Every product in the **Soothe** Regimen is:
- Gentle
- Calming
- Fortifying

...when skin is stronger, it can be less sensitive.
The SOOTHE Regimen contains (No F.A.C.S. )
- No artificial Fragrance
- No Alcohol
- No artificial Color
- No Soap/surfactants
...all of which can trigger a skin reaction.
DIRECTIONS

SOOTHE instructions for new users:

- Use all 3 products of the SOOTHE Regimen every morning. In the evening, use Gentle Cream Wash and Skin Sensitive Treatment Cream.

- All products should be used over the entire face.
ANOTHER SOOTHE PRODUCT

As Needed Hydrocortisone Lotion:

- For use on occasional localized red, itchy areas
- FDA allowed OTC Hydrocortisone 1% is an anti-itch medicine that reduces redness and inflammation
- Green tea and aloe vera soothe irritated skin
- Sold separately

*Not recommended for children under 2 years of age.
TIPS, DEMONSTRATIONS, AND FREQUENTLY ASKED QUESTIONS
SOOTHE DEMONSTRATION

SOOTHE Sensitive Skin Treatment:

- Apply Sensitive Skin Treatment to the back of one hand
- The light-reflecting opticals on the treated hand reduce the appearance of redness
- The skin will also look instantly smooth
TIP: CALMING SHAVE LOTION

**SOOTHE** Gentle Cream Wash:
- Apply evenly to damp skin, avoiding the eye area
- Shave as usual
- Add water, gently massage, rinse off, and pat dry
- Follow with the remainder of skincare routine
FREQUENTLY ASKED QUESTIONS

Why should I try the SOOTHE Regimen?

• The SOOTHE Regimen contains gentle ingredients to calm red, sensitive, irritated skin as well as utilizes two FDA recognized OTC monographs for:
  - Skin protection: Dimethicone 2.9% and Allantoin 0.5%
  - Sunscreen: Zinc Oxide 3.4% and Octinoxate 7.5%
• The proprietary RFp3 peptide technology shields against environmental aggressors that trigger inflammation, breakouts and aging.
• SOOTHE is clinically proven to treat redness and irritation.
FREQUENTLY ASKED QUESTIONS

Do I need to use the entire SOOTHE Regimen?

- Yes, each product in the SOOTHE Regimen builds on the last and addresses the key causes and manifestations of sensitive skin, i.e. disruption of the skin's outer barrier, moisture loss, redness, dryness, burning and stinging.

- Skipping any one of these steps can minimize results.

- This Multi-Med Therapy three step system includes skin protecting OTC medicines, exclusive RFp3 to shield skin against environmental aggressors and optic diffusers to minimize redness.
FREQUENTLY ASKED QUESTIONS

Do I continue to use SOOTHE Regimen if my skin is better?

• The biggest mistake customers make is to stop using the regimen at the first sign of improvement. Continue using SOOTHE Regimen to treat your skin.

• Use ENHANCEMENTS Mineral Peptides SPF 20 to shield the skin against environmental aggressors, even skin tone and provide more sun protection.

• Visit the Solution Tool located in the PULSE back office for further product recommendations.

• Patch test any new products 3x/day for 3 days on your jaw line before using it in your skincare routine.
FREQUENTLY ASKED QUESTIONS

Who should use SOOTHE Sensitive Skin Treatment?
Actually everyone would benefit from the Sensitive Skin Treatment:

- If you have acne; the anti-bacterial peptide will help with breakouts
- If you have aging skin; the peptide cocktail will help protect your skin from environments aggressors
- If you are combating sun damage; rfp3 will protect from the free radical damage of the sun
Why is the As Needed Hydrocortisone Lotion removed from the SOOTHE Regimen?

• Because we found in clinical studies that skin became less sensitive with the addition of the RFp3 technology.

• Additionally, the As Needed Hydrocortisone Lotion was developed for localized areas of irritation only (versus full-face). We found that the use-up rate did not mirror the 60 day regimen supply. Therefore this product made more sense as a stand-alone.
Can I use the SOOTHE Regimen on rosacea, eczema, or psoriasis?

- **SOOTHE** Regimen can treat symptoms associated with rosacea, eczema, or psoriasis by calming the skin and repairing and strengthening the moisture barrier.

- The **SOOTHE** Regimen protects the skin with the OTCs Dimethicone and Allantoin, and utilizes RFp3 peptide technology to shield against environmental aggressors that trigger inflammation, breakouts and aging.
FREQUENTLY ASKED QUESTIONS

My skin reacts to everything. How do I know that the **SOOTHE** Regimen will work for me?

- Before using it on your face, patch test the Gentle Cream Wash, the Sensitive Skin Treatment and the UVA/UVB SPF 15 Sunscreen.
  - Three times a day for 3 days, apply a small amount of each product separately along the jaw line.
  - If skin remains clear, the products may be used safely over the entire face. If skin is red, itchy, or irritated, do not use those products.
FREQUENTLY ASKED QUESTIONS

Can SOOTHE Regimen be used on the body?

- Yes, you can use the SOOTHE Regimen on your body. Many customers treat their hands, neck and chest as these non-facial areas often are red and irritated.

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

- Yes, you may use the entire SOOTHE Regimen during your pregnancy and while nursing.
FREQUENTLY ASKED QUESTIONS

What products should I avoid if I have extremely sensitive skin?

- Avoid exfoliating or active renewing products such as:
  - **ENHANCEMENTS** Micro-Dermabrasion Paste
  - **REVERSE** Regimen (especially the Deep Exfoliating Wash)
  - **ANTI-AGE** Night Renewing Serum
DOCTORS’ TIPS

• Try **SOOTHE** Sensitive Skin Treatment on red, chapped areas of your hands and fingers.

• Dab the **SOOTHE** As Needed Hydrocortisone Lotion on red, sensitive acne blemishes three times a day to help calm inflammation.

• Avoid sunburns and windburns as they aggravate sensitive skin.

• For a sunburn, use the **SOOTHE** Regimen to gently cleanse, calm, hydrate and protect from further sun damage.
DOCTORS’ TIPS

- Avoid washing your face with hot water or taking saunas and steam baths to minimize facial flushing.
- Never use an abrasive fabric like a washcloth or buffing pad on sensitive skin. “Easy does it.”
- Use the ENHANCEMENTS Mineral Peptides SPF 20 to immediately neutralize redness and even skin tone.
DOCTOR’S TIPS

- Vitamin D is essential for bone health and overall wellness. Take ESSENTIALS Maximum D3 as directed and have a dose of Vitamin D equivalent to a day at the beach minus the tan and damaging UV rays.

- While you are on your journey to radiant healthy-looking skin, you can reduce inflammation and redness with ENHANCEMENTS Mineral Peptides SPF 20. This treatment also shields skin against environmental aggressors that cause inflammation, breakouts and aging.
Utilize these additional tools and resources for more product information, training, and support:

- **The Solution Tool**
  - Customized skincare routines available in PULSE.

- **RF Connection**
  - Nurses and product experts to answer your questions.

- **Online Product Training in PULSE.**
  - Basic Product Training
  - Advanced Product Training
  - Expert Product Training
ADDITIONAL ADVANCED TRAINING

Check out these other presentations available in PULSE for more advanced product training:

- **REVERSE** Regimen Training
- **ANTI-AGE** Regimen Training
- **UNBLEMISH** Regimen Training
- **ESSENTIALS** and **ENHANCEMENTS** Training
We are proud to bring you clinically-proven, safe products that create visible results – guaranteed.
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