Redefine Regimen for the Appearance of Lines, Pores and Loss of Firmness

Rodan+Fields®
Young skin has healthy amounts of collagen and elastin fibers, keeping it firm and supple. Physiological changes, environmental factors (especially sun exposure) and detrimental lifestyle choices like smoking all contribute to our skin’s loss of these supportive fibers as we age. With a reduction of collagen and elastin, we see sagging, wrinkles and noticeably enlarged pores. Thankfully, the right skincare can help maintain skin’s youthful appearance and defend your skin against the effects of time and the environment. The end result: a visibly firmer, more radiant and flawless-looking complexion.

So start today. We are all aging all the time, but what that looks like is up to you.

Katie Rodan, M.D.
Kathy Fields, M.D.
How Does the REDEFINE Regimen Work?

Based on Multi-Med® Therapy, REDEFINE is a comprehensive skincare solution that combines cosmetic and active OTC ingredients to help defend against and reduce the visible signs of aging. By combining the right ingredients, in the right formulations, and using them in the right order, the Regimen:

- Refines skin’s texture for softer, smoother-looking skin
- Effectively minimizes the appearance of pores by removing pore-clogging dead skin cells
- Reduces the appearance of lines and wrinkles
- Hydrates and improves skin elasticity
- Helps to visibly firm the skin
- Contains antioxidants and provides effective photostable broad spectrum UVA/UVB sunscreen protection
- Replenishes skin’s natural moisturizing factors (NMFs) through vitamins A, C and E and other vital skin nutrients
REDEFINE Results

After 8 weeks of REDEFINE use, participants in an independent clinical study achieved the following results:

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT IN THE APPEARANCE OF:

100% texture
91% radiance
90% smoothness
83% softness
80% fine lines
80% pore size
80% wrinkles
80% elasticity
78% even skin tone
76% brown spots

**Unretouched photos after 4 weeks of use.
Results may vary depending on multiple factors: age, gender, skin type, and condition concomitant products used, health history, location, lifestyle and diet.**
# REDEFINE Regimen

<table>
<thead>
<tr>
<th>Step</th>
<th>Product</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>REDEFINE Daily Cleansing Mask</td>
<td>Creamy, kaolin clay-based cleansing mask dries in two minutes, drawing impurities from pores without robbing skin of essential moisture. Finely granulated exfoliators gently smooth the skin without disrupting skin’s delicate moisture barrier.</td>
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<tr>
<td>2</td>
<td>REDEFINE Pore Minimizing Toner</td>
<td>Exclusive combination of pore-clarifying ingredients minimizes the appearance of enlarged pores in this fast-acting, alcohol-free liquid vehicle. Gentle poly-hydroxy acids exfoliate pore-clogging dead skin cells while oligosaccharides help reduce the appearance of pores.</td>
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<tr>
<td>3 am</td>
<td>REDEFINE Triple Defense Treatment</td>
<td>Moisturizing treatment with broad spectrum SPF 30 protection contains a clinically tested concentration of powerful peptides to reduce the appearance of lines and wrinkles and visibly firm skin. Exclusive SHIELDRF sunscreen technology combines stabilized avobenzone and free radical-fighting colorless carotenoids for effective photostable broad spectrum UVA/UVB protection to visibly decelerate the signs of photoaging that appear over time. Optical brighteners minimize the appearance of skin flaws while skin protectant ingredients, dimethicone and hyaluronic acid provide moisturization.</td>
</tr>
<tr>
<td>3 pm</td>
<td>REDEFINE Overnight Restorative Cream</td>
<td>Ultra-hydrating cream replenishes skin’s natural moisturizing factors (NMFs) while you sleep for visibly firmer, less-lined looking skin in the morning. Contains clinically shown concentrations of peptides and niacinamide to help minimize the appearance of wrinkles and to help maintain firmer-looking skin. Moisture-recycling complex of hyaluronic acid and glycerin helps prevent moisture loss while 12-hour, time-released antioxidants A, C and E help replenish vital skin nutrients.</td>
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Getting Started

- Use REDEFINE Daily Cleansing Mask, Pore Minimizing Toner and Triple Defense Treatment in the morning. Replace Triple Defense Treatment with Overnight Restorative Cream as the last step of the Regimen in the evening.

- For a firmer looking appearance, incorporate the AMP MD™ System into your nighttime skincare routine.

- If your skin is sensitive, first use the SOOTHE Regimen for at least 30 days prior to transitioning as tolerated to the REDEFINE Regimen.

For additional information and answers to frequently asked questions, please visit RF Connection at www.rodanandfields.com/rfconnection.

Disclaimer: The information in this brochure is not intended to be used as a substitute for medical advice. Results may vary depending upon the individual and will depend on multiple factors including your age, gender, skin type and condition, concomitant products used, health history, where you live (climate, humidity), lifestyle and diet. Rodan + Fields® makes no guarantee as to the results that you may experience.

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