New REVERSE Regimen FAQs

Why did you launch the new and improved REVERSE Regimen?
We are constantly exploring new technologies and skincare breakthroughs in an effort to offer the best possible products to our Consultants and Customers. In an independent eight week clinical study, our new and improved REVERSE Regimen performed as well as our former regimen while offering the benefits of long term use to brighten dull skin and fade dark marks. As an added benefit, the new REVERSE Regimen surpasses the former in reducing the appearance of fine lines and wrinkles. The best news is that now you can roll with it and accelerate your results using the REDEFINE AMP MD™ Micro-Exfoliating Roller.

If you are experiencing stubborn dark marks and patches, including melasma, start with REVERSE Skin Lightening Accelerator Pack, Deep Exfoliating Wash and Broad Spectrum SPF 50+ Sunscreen for one cycle and then transition to the REVERSE Regimen. The AMP MD Micro-Exfoliating Roller is not recommended to be used with the REVERSE Skin Lightening Accelerator Pack.

What is new about the REVERSE Regimen launch?
The new and improved REVERSE Regimen is clinically proven to address the appearance of brown spots, dullness and discoloration. The regimen can be used continuously and is safe for use with our REDEFINE AMP MD Micro-Exfoliating Roller. The new REVERSE Regimen includes two new products: Intensive Brightening Toner formulated with kojic acid and antioxidants and Dual Active Brightening Complex which contains vitamin C and retinol to enhance brightening of the skin while diminishing the look of fine lines and wrinkles.

What are the benefits of using the REDEFINE AMP MD Micro-Exfoliating Roller with the REVERSE Regimen?
Within two weeks of using the REVERSE Regimen and AMP MD Micro-Exfoliating Roller, more than 80% of participants in an independent clinical study saw faster results in overall skin appearance, brightness, texture and firmness.

Why is the REVERSE Dual Active Brightening Complex in two tubes?
REVERSE Dual Active Brightening Complex contains vitamin C and retinol. Both are highly effective brightening ingredients. However, their activity makes each ingredient tricky to work with on its own and virtually impossible to incorporate them together into the same formulation. We created REVERSE Dual Active Brightening Complex featuring vitamin C formula in one tube and a stable retinol formula in a separate tube. Mixing these two formulations together immediately before application ensures skin brightening activity. The results are well worth removing the extra cap.

How do I use the REVERSE Regimen?
The REVERSE Regimen is introduced slowly. During the first three weeks, use a gentle cleanser, toner, moisturizer and sunscreen when not using the regimen. Start by using the REVERSE Regimen in the morning, every other day, using all steps of the regimen. At week three, use the REVERSE Regimen in the evening, using all steps except the REVERSE Broad Spectrum 50+ Sunscreen. At week four, use REVERSE...
Regimen every day, morning and evening. If dryness occurs, use a moisturizer after applying the REVERSE Dual Active Brightening Complex. We recommend REDEFINE Overnight Restorative Cream.

If redness and/or irritation occur, take a break from the regimen for two to three days. During this time, we recommend using our SOOTHE Regimen to reduce visible irritation.

If you are experiencing stubborn dark marks and patches including melasma, use the REVERSE Skin Lightening Accelerator Pack, as needed.

When can I expect to see results from the REVERSE Regimen?
In a clinical study, participants using the REVERSE Regimen reported seeing the following results after eight weeks of use:

- 92% had visible improvements in brightness
- 92% reported a smoother skin texture
- 84% saw visible reduction in brown spots
- 76% saw improvement in uneven skin tone
- 60% experienced a visible reduction in fine lines

Can I use the AMP MD™ Micro-Exfoliating Roller with the REVERSE Regimen?
Yes. Once you have built up to twice a day usage of the REVERSE Regimen, you may begin using the AMP MD Micro-Exfoliating Roller in the evening after steps 1 and 2 of the REVERSE Regimen. After rolling, follow with REVERSE Step 3. The REDEFINE Night Renewing Serum is optional when using the REVERSE Regimen because step 3 already contains retinol which helps to reduce the appearance of lines and wrinkles.

Can I use REDEFINE Night Renewing Serum with the REVERSE Regimen and REDEFINE AMP MD Micro-Exfoliating Roller?
REVERSE Dual Active Brightening Complex contains a healthy dose of retinol. Using this product twice a day offers the maximum retinol benefits which include brightening the skin and reducing the appearance of lines and wrinkles. However, to further reduce the visible signs of aging, the peptides in REDEFINE Night Renewing Serum can help. Night Renewing Serum may be layered over the Dual Active Brightening Complex in the evening.

Will the retinol in the REVERSE Dual Active Brightening Complex improve the appearance of my lines and wrinkles?
Retinol and vitamin C are both powerful anti-aging skincare ingredients. In our eight week independent study, 60% of participants saw an improvement in the appearance of their fine lines and wrinkles.

How do I know if I have stubborn dark marks that require the REVERSE Skin Lightening Accelerator Pack?
If you have dark marks or melasma that are not fading through the use of the REVERSE Regimen, try the REVERSE Skin Lightening Accelerator Pack along with the Deep Exfoliating Wash and Broad Spectrum SPF 50+ Sunscreen.

Which REVERSE products are right for my skin?
For dullness, uneven skin tone and other signs of sun exposure like fine lines, wrinkles and loss of
firmness use the REVERSE Regimen. To accelerate your REVERSE Regimen results you can incorporate the AMP MD Micro-Exfoliating Roller into your nighttime routine.

For stubborn brown spots and patches, including melasma, we suggest using REVERSE Skin Lightening Accelerator Pack in place of REVERSE Intensive Brightening Toner and Dual Active Brightening Complex for one cycle and then transitioning to the REVERSE Regimen. The AMP MD Micro-Exfoliating Roller is not recommended to be used with the REVERSE Skin Lightening Accelerator Pack.

**What is the cost of the REVERSE Regimen?**
The REVERSE Regimen pricing is as follows:
- Consultant: $135.00 (old $120)
- PC: $162.00 (old $144)
- Retail: $179.00 (old $160)

**If I need to use the REVERSE Skin Lightening Accelerator Pack, do I have to pay more?**
No, if you purchase the REVERSE Skin Lightening Accelerator Pack, Deep Exfoliating Wash and Broad Spectrum SPF 50+ Sunscreen, you pay the same exact price as you would pay for the REVERSE Regimen. The REVERSE Skin Lightening Accelerator Pack pricing is as follows:
- Consultant: $75.00
- PC: $90.00
- Retail: $99.00

**Can I buy the REVERSE Regimen today?**
Yes, the REVERSE regimen is available for sale, as well as the REVERSE Deep Exfoliating Wash and REVERSE Broad Spectrum SPF 50+ Sunscreen. Beginning on February 1, 2014, the remaining REVERSE SKUs will be available for sale as well, including: REVERSE Intensive Brightening Toner, REVERSE Dual Active Brightening Complex, REVERSE Redefined Special, REVERSE Amp It Up Special and REVERSE Power Pack.

**Can I purchase the REVERSE Skin Lightening Toner and Treatment individually?**
Beginning February 1, 2014, the REVERSE Skin Lightening Toner and Treatment can only be purchased together in the Skin Lightening Accelerator Pack.