

# RODAN+FIELDS®

# SOOTHE

Regimen for Sensitive Skin



RODAN+FIELDS

# When your face can't take it anymore

Sensitive skin is a common concern among our patients. It is estimated that over 70%\* of people experience sensitive skin to some degree.

## **There are two main reasons for Sensitive Skin:**

- Many have a genetic predisposition for sensitive skin
- Others acquire it from repeated exposure to environmental or lifestyle triggers, such as climate change, sun exposure, friction or rubbing, and cosmetic intolerance syndrome. This makes them more susceptible to skin issues that include dryness, chapping, cracks, redness and itching.

We created the Rodan + Fields® SOOTHE Regimen for anyone exhibiting the signs of sensitive skin. This daily system shields against irritating environmental aggressors, helps fortify skin's natural moisture barrier and calms visible redness so that you can take comfort in having a healthy-looking, luminous complexion every day.

\*British Journal of Dermatology 158(1):130-3 · December 2007

*Kathe Rodan M.D. Kathy Fields, M.D.*

## How Does the SOOTHE Regimen Work?

Based on Multi-Med® Therapy, SOOTHE is a complete skincare system that utilizes OTC (over the counter) ingredients to decrease the dryness and chapping that leads to sensitive skin. Our exclusive patent-pending RFp3 peptide technology helps to neutralize triggers to sensitive skin.

- Helps reduce the visible signs of sensitivity
- Fortifies the skin's natural moisture barrier to reduce sensitivity
- Reduces and neutralizes irritants on skin
- Noticeably improves skin tone with optical correctors
- Defends against future damage with a mineral-based, broad spectrum SPF 30 sunscreen



## SOOTHE Results

With your first use, the SOOTHE Regimen will begin to relieve your skin of dryness, visible redness, and burning. With continual use, your skin will feel more comfortable, smooth and soft. Over time, the ingredients in the SOOTHE Regimen will fortify your skin's natural moisture barrier, improving resiliency and making skin less prone to irritation.

Average results for subjects with hypersensitive skin, as independently and clinically graded after 2 weeks of use:\*

PERCENT OF PARTICIPANTS EXPERIENCING  
A DECREASE AFTER 5 MINUTES\*

visible redness



peeling



dryness



PERCENT OF PARTICIPANTS EXPERIENCING  
A DECREASE AFTER 2 WEEKS\*

visible redness



peeling



dryness



\*Clinical data only includes the use of SOOTHE Sensitive Skin Treatment.

BEFORE\*\*



AFTER\*\*



CONSULTANT

\*\*Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

## The 4-Product SOOTHE Regimen

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1

### **SOOTHE Gentle Cream Wash**

Dissolves and sweeps away light makeup and other skin impurities without the use of harsh surfactants. With essential barrier-nurturing ceramides, this wash is the first step to supporting your skin's resiliency.

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2

### **SOOTHE Sensitive Skin Treatment**

Hydrating lotion with exclusive RFp3 peptide technology helps to promote smooth, clear, healthy-looking skin. Dimethicone and allantoin, along with antioxidants and natural lipids, fortify the skin's moisture barrier to relieve dryness, reduce sensitivity and calm blotchy skin. Optical filters effectively neutralize the look of redness.

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3

### **SOOTHE Moisture Replenishing Cream**

Rich, dewy formula soothes, hydrates and nourishes. Utilizes RF COLD FISSION™ technology to replenish the skin's natural moisturizing factors without the use of traditional emulsifiers.

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4

### **SOOTHE Mineral Sunscreen**

Broad spectrum SPF 30 contains only mineral-based sunscreen ingredients that can keep the skin's surface cool and minimize the appearance of facial redness. Lightweight formula calms and soothes.

## DOCTORS' TIPS

Less is more when it comes to caring for sensitive skin. Avoid fragranced formulas, toners, alcohol-based formulas and glycolic acids. Also avoid hot showers, steam rooms and saunas to minimize facial flushing.

SOOTHE Gentle Cream Wash doubles as a calming shaving lotion to help reduce razor burn and SOOTHE Sensitive Skin Treatment is an excellent aftershave treatment for men with sensitive skin.

## Getting Started

For best results, use everyday, morning and night.

- Omit Mineral Sunscreen in the evening.

## Patch Testing

If you have concerns that your skin may be reactive or sensitive to ingredients, apply any new product in a small area on the jawline before introducing it to your face. We suggest this patch test for three days, three times a day:

- Apply a small amount of the cleanser for 30 seconds, then rinse it off.
- Apply each product on a separate area and reapply the products over the same area.
- Watch for a product reaction—redness, dryness, or swelling.
- When you reintroduce the SOOTHE Regimen, avoid using any products that can irritate your skin.

**For additional information and answers to frequently asked questions, please visit RF Connection at [www.rodanandfields.com/rfconnection](http://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.