

FREQUENTLY ASKED QUESTIONS

RODAN + FIELDS ENHANCEMENTS LASH BOOST™

WHAT IS ENHANCEMENTS LASH BOOST?

A nightly eyelash conditioning serum that pairs with any R+F Regimen to enhance the natural appearance of your lashes in just 4 weeks*, for lashes that are fuller-looking, longer-looking, and darker-looking so that you can feel beautiful anytime, anywhere.

*Best results at 8 weeks

WHAT DOES ENHANCEMENTS LASH BOOST DO?

It uses Multi-Med® Therapy to moisturize, nourish and protect lashes.

- Panthenol and Sodium Hyaluronate attract moisture to the lash, promoting flexibility and resilience.
- Biotin & Keratin infuse protein to help protect against future damage.
- Peptides provide nutrition to the lashes, enhancing durability and supporting a more voluminous appearance.

WHAT RESULTS SHOULD I EXPECT WITH ENHANCEMENTS LASH BOOST?

Based on consumer testing, participants experienced lashes that appear longer, fuller and darker lashes within 4 weeks. It is recommended to continue using ENHANCEMENTS Lash Boost for at least 8 weeks for best results.

WARNINGS:

For external use only. Avoid getting in the eye; in the event of direct contact, rinse with cool water and seek medical attention if irritation persists. Consult with your doctor for any medical question including but not limited to if you're pregnant or nursing, or being treated for any eye related disorder or actively undergoing cancer treatment. Keep out of reach of children.

ENHANCEMENTS Lash Boost is only to be used as directed by one person. It is not to be shared with other people.

PRODUCT APPLICATION:

HOW DO I USE ENHANCEMENTS LASH BOOST?

ENHANCEMENTS Lash Boost should be used nightly along the upper lash line. Do not use over areas of sensitivity, redness or irritation. For best results, use ENHANCEMENTS Lash Boost every evening using the following steps:

1. Wash your face before applying ENHANCEMENTS Lash Boost. Eyes should be completely clean and dry. Do not use any leave-on products underneath ENHANCEMENTS Lash Boost, including eye cream.
2. Apply ENHANCEMENTS Lash Boost along the upper lash line of your left and right eyes. Dip the brush in the product only once per eye and wipe off any excess product from the brush before applying.
3. Product should only be on the lash line. Gently wipe off any excess product from your eyelid or lashes.
4. Wait approximately 90 seconds until product has dried before going to sleep or applying additional products around the eye area. Do not wash your face or eyes after applying.

If you get product in your eye, rinse with water. For some, a mild tingling sensation may occur upon application. It should improve within a few minutes and disappear completely with continuous use. If any tingling, itching, or redness persists or is not tolerable, discontinue use and seek medical advice.

Continue to use nightly after desired results are achieved to maintain lash condition.

HOW FREQUENTLY SHOULD I APPLY ENHANCEMENTS LASH BOOST?

We recommend applying once a day, preferably before bedtime.

CAN I APPLY ENHANCEMENTS LASH BOOST IN THE MORNING AND EVENING?

ENHANCEMENTS Lash Boost is clinically tested to deliver fuller-looking and longer-looking lashes with just once a day application. No additional applications are necessary.

CAN I APPLY ENHANCEMENTS LASH BOOST IN THE MORNING INSTEAD?

ENHANCEMENTS Lash Boost was only clinically tested for evening use. However, if you do apply ENHANCEMENTS Lash Boost in the morning, be sure that it is on a clean dry lash line to ensure cleanliness and efficacy of the formula. ENHANCEMENTS Lash Boost should be completely dry before applying any additional products to the area.

WILL APPLYING ENHANCEMENTS LASH BOOST MORE FREQUENTLY DELIVER FASTER RESULTS?

ENHANCEMENTS Lash Boost is clinically tested to deliver fuller-looking and longer-looking lashes with just once a day application. No additional applications are necessary.

WHAT IF I FORGET TO APPLY ENHANCEMENTS LASH BOOST FOR A DAY (OR A FEW DAYS)?

If you forget and skip an application, apply ENHANCEMENTS Lash Boost as usual the following evening. However, a consistent routine is the key to faster, better results. It is recommended to continue to use ENHANCEMENTS Lash Boost to maintain desired results.

CAN ENHANCEMENTS LASH BOOST ALSO BE USED ON MY EYEBROWS?

ENHANCEMENTS Lash Boost can be applied to eyebrows to help them appear healthier looking and more beautiful. Apply ENHANCEMENTS Lash Boost nightly to clean and dry eyebrows. Do not wash your face after you apply ENHANCEMENTS Lash Boost to your eyebrows.

CAN ENHANCEMENTS LASH BOOST BE USED ON THE LOWER LASH LINE?

ENHANCEMENTS Lash Boost was only clinically tested on the upper lash line. We do not recommend use on the lower lash line.

Applying ENHANCEMENTS Lash Boost to the upper lashes alone will subsequently apply to the lower lashes by the way of natural blinking. Thus, we do not recommend applying ENHANCEMENTS Lash Boost on the lower lashes because it could lead to excessive product usage and irritate the eye area.

HOW DO I USE ENHANCEMENTS LASH BOOST WITH THE REDFINE MULTI-FUNCTION EYE CREAM?

For best results, start with a clean, dry eye area. Apply ENHANCEMENTS Lash Boost as directed and wait approximately 90 seconds for the product to completely dry. Apply a small amount of Eye Cream underneath the eye area, over crow's feet avoiding the lashes.

HOW DO I USE ENHANCEMENTS LASH BOOST WITH THE REDEFINE EYE CLOTHS?

Use your REDEFINE Eye Cloths as directed. Make sure your eye area is completely dry before using ENHANCEMENTS Lash Boost.

HOW DO I USE ENHANCEMENTS LASH BOOST WITH MY REGIMEN?

Remove your makeup (you may use REDEFINE Eye Cloths). Then wash your face with your Rodan + Fields Regimen Wash. Eyes should be completely clean and dry. Apply ENHANCEMENTS Lash Boost as directed and wait at least 90 seconds for the product to completely dry. Follow with the remaining Rodan + Fields Regimen Steps 2-4, avoiding the eye area.

HOW DO I USE ENHANCEMENTS LASH BOOST WITH THE ACUTE CARE?

For best results, apply ENHANCEMENTS Lash Boost every evening on clean and dry upper lash lines as directed. Wait approximately 90 seconds until product has dried before applying ACUTE CARE. Use ACUTE CARE three evenings per week over the wrinkle area/crow's feet, and press the adhesive gently and smooth out any bubbles. Follow with the rest of your nighttime regimen, avoiding the area around ACUTE CARE.

HOW MUCH PRODUCT DO I WIPE OFF WHEN I APPLY LASH BOOST?

As with eyeliner, simply wipe off the tip so that there is not a concentrated drop of the serum on the brush. This indicates that there is too much product for an application. If there is a VISIBLE droplet on the lash and/or lash line, you should dab it with a gauze pad so that it does not drip into the eye.

PRODUCT RESULTS:

HOW LONG DOES IT TAKE TO SEE AN IMPROVEMENT IN THE APPEARANCE OF MY LASHES AND/OR EYEBROWS?

You will see improvement in the appearance of lashes and brows in as little as four weeks. However, it is recommended to continue using ENHANCEMENTS Lash Boost for at least 8 weeks for best results.

CAN LASH BOOST BE USED CONTINUOUSLY AND HOW LONG WILL MY RESULTS LAST?

A consistent routine is the key to faster, better results. It is recommended to continue to use ENHANCEMENTS Lash Boost every night to maintain desired results. The improved appearance of lashes and/or brows will gradually revert to the original appearance if Lash Boost use is discontinued. Further, based on consumer testing, participants experienced lashes that appear longer, fuller and darker lashes within 4 weeks. It is recommended to continue using ENHANCEMENTS Lash Boost for at least 8 weeks for best results.

WHAT HAPPENS IF I STOP USING ENHANCEMENTS LASH BOOST?

The improved appearance of lashes and/or brows will gradually revert to the original appearance if ENHANCEMENTS Lash Boost use is discontinued. Once you have achieved the desired appearance of lashes and/or brows, it is recommended to continue to use ENHANCEMENTS Lash Boost to maintain the appearance.

WHAT ARE THE CLINICAL RESULTS TO SHOW ENHANCEMENTS LASH BOOST PERFORMANCE?

ENHANCEMENTS Lash Boost has been proven to deliver longer-looking, fuller-looking, darker-looking lashes in an independent clinical test.

CONSUMER STUDY RESULTS*

- 90% of subjects noticed an improvement in the appearance of full lashes compared to baseline
- 85% of subjects noticed an improvement in the appearance of long lashes compared to baseline
- 63% of subjects noticed an improvement in the appearance of darker lashes compared to baseline

*Based on an 8-week independent US consumer study with 41 participants. Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

PRODUCT SAFETY:

FOR QUESTIONS PERTAINING TO ANY POTENTIAL ADVERSE EFFECTS ASSOCIATED WITH USING ENHANCEMENTS LASH BOOST

Rodan + Fields' philosophy is to create safe and effective formulations, and thus, would not place a product on the market if otherwise. ENHANCEMENTS Lash Boost is clinically and ophthalmologist tested, and found to be safe and non-irritating. It is a nightly lash conditioning serum that is intended to moisturize, nourish and protect your lashes. ENHANCEMENTS Lash Boost is a cosmetic grade product designed to improve the appearance

of your lashes. It is not a drug product and will not affect the structure and function of your lashes. For best results, apply ENHANCEMENTS Lash Boost to the lash or brow line. If you have health or medical concerns, confer with your doctor. And if you do experience some adverse effects, please discontinue use and seek medical advice.

IS ENHANCEMENTS LASH BOOST SAFE FOR MY EYES?

Yes. ENHANCEMENTS Lash Boost is ophthalmologist tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may report temporary tingling or redness, which normally disappears after continued use. *If any tingling, itching or redness persists or is not tolerable, discontinue use and seek medical advice.*

If you experience slight irritation, discontinue use for at least one day or longer if symptoms persist. Sometimes your skin needs to adjust to new products/ingredients. Here are two options to determine if your skin accepts the ENHANCEMENTS Lash Boost formulation.

- 1) Patch test: On clean and dry skin apply a small amount of ENHANCEMENTS Lash Boost on a small area of the lash line of one eye. Allow to completely dry before applying other products near the area. Observe the skin for 24 hours to determine the skin acclimation.
- 2) Reduce the frequency of application to every other day until the sensation no longer occurs. Gradually go back to daily application.

In either instance, if skin appears normal then apply ENHANCEMENTS Lash Boost as directed. *However, if any tingling, itching or redness persists or is not tolerable, discontinue use and seek medical advice.*

CAN I USE ENHANCEMENTS LASH BOOST IF I WEAR CONTACT LENSES?

Yes. ENHANCEMENTS Lash Boost is ophthalmologist tested and found to be safe and non-irritating for contact lens wearers.

CAN I USE LASH BOOST WHILE WEARING MY CONTACT LENSES?

ENHANCEMENTS Lash Boost is ophthalmologist tested and found to be safe and non-irritating for contact lens wearers. Thus, Lash Boost is safe for application while wearing contact lenses. However, contact lenses should not be taken out until the product is dried, approximately 90 seconds.

CAN I USE ENHANCEMENTS LASH BOOST IF MY EYELASHES OR EYEBROWS ARE TINTED?

ENHANCEMENTS Lash Boost is suitable for tinted eyelashes and will not affect the color.

CAN I USE ENHANCEMENTS LASH BOOST IF I HAVE EYELASH EXTENSIONS?

ENHANCEMENTS Lash Boost was designed for use on natural lashes. We cannot guarantee results when ENHANCEMENTS Lash Boost is used on eyelashes with extensions.

CAN I USE ENHANCEMENTS LASH BOOST IF MY EYELINER IS TATTOOED?

ENHANCEMENTS Lash Boost is suitable for use if your eyeliner is tattooed.

CAN I USE ENHANCEMENTS LASH BOOST IF I AM PREGNANT OR NURSING?

For any health or medical inquiry, bring the ingredient list to your doctor for approval before using ENHANCEMENTS Lash Boost.

CAN MY TEENAGE CHILDREN USE ENHANCEMENTS LASH BOOST?

We recommend that you discuss the use of ENHANCEMENTS Lash Boost by persons under 18 years old with a doctor.

WHAT SHOULD I DO IF I ACCIDENTLY GET ENHANCEMENTS LASH BOOST IN MY EYES?

ENHANCEMENTS Lash Boost is designed to be used on the upper lash line and contact with the eye should be avoided. However if the product does get into the eye, rinse with plenty of cool water. If irritation from direct contact occurs and persists or is not tolerable seek medical advice.

IS CONTINUED USE OF THE ENHANCEMENTS LASH BOOST WAND SANITARY?

Yes. As long as it is being used by one person on their clean and dry skin and used according to package instructions.

I HAVE HEARD ABOUT SIDE EFFECTS CAUSED BY DRUGS AND OTHER PRODUCTS USED TO IMPROVE LASHES. SHOULD I BE CONCERNED ABOUT POTENTIAL SIDE EFFECTS FROM THE USE OF ENHANCEMENTS LASH BOOST?

No. The only serious side effects we have heard about are those associated with drug products, not cosmetics. ENHANCEMENTS Lash Boost is a cosmetic, and the ingredients have not been associated with any significant side effects. Further, Rodan + Fields' philosophy is to create safe and effective formulations, and thus, would not place a product on the market if otherwise. ENHANCEMENTS Lash Boost is clinically and ophthalmologist tested, and found to be safe and non-irritating. However, if you have health or medical concerns confer with your doctor.

Moreover, as with any cosmetic product, some individuals might experience temporary discoloration around the eye area associated with product sensitivity or excessive product usage. The eye area is thin, delicate skin and if you do experience sensitivity to ENHANCEMENTS Lash Boost, we recommend temporary discontinuing use to allow the skin to return to normal.

WHAT ARE THE MOST COMMON CONSUMER COMPLAINTS YOU ANTICIPATE FROM USE OF ENHANCEMENTS LASH BOOST?

The finished product and the ingredients contained in ENHANCEMENTS Lash Boost have been thoroughly tested in Clinical and Consumer Studies. As with most cosmetic products, some consumers may report temporary tingling or redness, which normally disappears after continued use. *However, if any tingling, itching or redness persists or is not tolerable, discontinue use and seek medical advice.*

WHAT IF I EXPERIENCE TINGLING, BURNING, REDNESS OR IRRITATION AFTER USE?

Sometimes your skin needs to adjust to new products/ingredients. Here are two options to determine if your skin accepts the ENHANCEMENTS Lash Boost formulation:

- 1) Patch test: On clean and dry skin apply a small amount of ENHANCEMENTS Lash Boost on a small area of the lash line of one eye. Allow to completely dry before applying other products near the area. Observe the skin for 24 hours to determine the skin acclimation.
- 2) Reduce the frequency of application to every other day until the sensation no longer occurs. Gradually go back to daily application.

In either instance if skin appears normal then apply ENHANCEMENTS Lash Boost as directed. *However, if any tingling, itching or redness persists or is not tolerable, discontinue use and seek medical advice.*

IS IT ANTICIPATED THAT ENHANCEMENTS LASH BOOST MIGHT CAUSE DISCOLORATION OR CHANGE IN THE PIGMENTATION OF THE IRIS?

No. ENHANCEMENTS Lash Boost does not cause discoloration or change in pigmentation of the iris. Those serious side effects are associated with the warnings on drug products only. The cosmetic ingredients used in ENHANCEMENTS Lash Boost have never been associated with reports of change in iris pigmentation or any discoloration.

IS IT ANTICIPATED THAT ENHANCEMENTS LASH BOOST MIGHT CAUSE PERMANENT DISCOLORATION ON THE EYE AREA?

No. ENHANCEMENTS Lash Boost is not anticipated to cause permanent discoloration on the eye area. None of our clinical and ophthalmology testing show discoloration on the eye area. However, as with any cosmetic product, some individuals may report temporary discoloration associated with product sensitivity or excessive product usage. For example, individuals with sensitivities to facial products may experience facial redness. Also, as the eye area is thin, delicate skin and if you do experience sensitivity to ENHANCEMENTS Lash Boost, we recommend temporary discontinuing use to allow the skin to return to normal.

WILL ENHANCEMENTS LASH BOOST MAKE BLONDE LASHES DARKER?

ENHANCEMENTS Lash Boost is clinically tested to deliver fuller looking lashes. When lashes are moisturized and conditioned, they may appear fuller, and thus, typically appear slightly darker.

IF MY SKIN IS CONSIDERED SENSITIVE CAN I USE ENHANCEMENTS LASH BOOST?

This will be determined on an individual basis. Although ENHANCEMENTS Lash Boost is ophthalmologist tested and found to be safe and non-irritating as with any cosmetic product, some individuals may experience redness or tingling/itching from one or more of the ingredients in the formulation.

If anyone has a health concern or is hesitant about using ENHANCEMENTS Lash Boost, they may review the ingredient list with their doctor and utilize this patch test prior to use. On clean and dry skin, apply a small amount of ENHANCEMENTS Lash Boost on a small area of the lash line of one eye. Observe the skin for 24 hours to determine the skin acclimation. If skin appears normal then apply ENHANCEMENTS Lash Boost as directed. If any tingling, itching, or redness persists or is not tolerable, discontinue use and seek medical advice.

WHAT SHOULD I DO IF MY EYELASHES HAVE SOME DRY RESIDUE IN THE MORNING AFTER USING ENHANCEMENTS LASH BOOST?

Simply wash your face as usual in the morning, and be sure to rinse the eye area with plenty of cool water to remove the residue. Please review product application directions and remember to wipe off any excess product from the brush before applying.

SHOULD I THROW AWAY MY LASH BOOST IF I CONTRACTED AN EYE INFECTION SUCH AS PINK EYE?

Yes. Just like eyeliners and mascaras, Lash Boost should be thrown away if you have an eye infection.

PRODUCT DETAILS:

HOW DOES ENHANCEMENTS LASH BOOST FIT INTO THE R+F PHILOSOPHY?

ENHANCEMENTS Lash Boost follows the Rodan + Fields philosophy of Multi-Med Therapy for lashes by bringing together Biotin, Keratin and peptides to moisturize, nourish and protect your lashes. Biotin and Keratin deposit an infusion of protein to the lashes, helping to moisturize and condition them, while peptides enhance lash durability, supporting more voluminous looking lashes.

HOW LONG WILL A CONTAINER OF ENHANCEMENTS LASH BOOST LAST?

If applied according to directions – once a day on upper lash line - one container should last approximately 2-3 months.

HOW WILL I KNOW TO REPURCHASE?

The dispensing wand will come out dry.

DOES ENHANCEMENTS LASH BOOST HAVE A FRAGRANCE?

ENHANCEMENTS Lash Boost is fragrance-free.

IS ENHANCEMENTS LASH BOOST CONSIDERED TO BE A DRUG?

ENHANCEMENTS Lash Boost is a cosmetic product and not considered a drug. It contains only cosmetic ingredients to address the appearance of lashes and is not intended to be a medical treatment for damaged lashes.

DOES ENHANCEMENTS LASH BOOST CONTAIN ANY MEDICAL OR ACTIVE INGREDIENTS?

ENHANCEMENTS Lash Boost is a cosmetic product and does not contain any medical or active ingredients. It contains a complete formula of safe ingredients which moisturize, nourish and protect the appearance of lashes.

WHAT IS THE SHELF LIFE OF ENHANCEMENTS LASH BOOST?

ENHANCEMENTS Lash Boost has a two year shelf life. However, once opened we recommend that ENHANCEMENTS Lash Boost be used within the next 6 months then thrown away.

WHY IS ENHANCEMENTS LASH BOOST ONLY SOLD IN THE US?

ENHANCEMENTS Lash Boost is ophthalmologist tested, and found to be safe and non-irritating. However Canada, like many other countries, has their own regulations for ingredients and we adhere to their guidelines.

WILL ENHANCEMENTS LASH BOOST BE INCLUDED IN THE ENROLLMENT BUSINESS KITS?

Yes. ENHANCEMENTS Lash Boost will be included in the US RFX Express Business Kits (\$995 in USD) and the Big Business Launch Kits (\$695 USD) beginning October 8, 2016. Please find the new configurations in the following link: https://www.rodanandfields.com/images/archives/Enrollment_Kits_USA.pdf

ENHANCEMENTS Lash Boost is a US product only and will not be included in the Canadian Enrollment Business Kits. Please visit the PULSE website for Enrollment Business Kits Flyers providing all details for Canada: https://www.rodanandfields.com/images/archives/Enrollment_Kits_CA.pdf

IS ENHANCEMENTS LASH BOOST GLUTEN FREE?

ENHANCEMENTS Lash Boost is not formulated with any wheat extracts or proteins, but some of the ingredients may have been processed in facilities which also process Oats, Spelt, Rye, or Wheat.

IS ENHANCEMENTS LASH BOOST OIL FREE?

No, this formula contains Backhousia Citriodora Leaf Oil.

DOES ENHANCEMENTS LASH BOOST CONTAIN ANY TREE NUT ALLERGIES AND WHERE CAN I FIND THEM?

ENHANCEMENTS Lash Boost contains Almond Extract, and is listed on its ingredient listing under Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract. The ingredient listing may be found on the outer Lash Boost packaging and in the insert. Moreover, as with any cosmetics, anyone with allergy concerns should review the ingredient listing with their doctor prior to usage. We also suggest a small patch test. Patch test: On clean and dry skin apply a small amount of Lash Boost on a small area of the lash line of one eye. Allow to completely dry before applying other products near the area. Observe the skin for 24 hours to determine the skin acclimation.

DOES LASH BOOST CONTAIN ANY PRESERVATIVES?

As we all know, preservatives play an essential role in cosmetics to prevent bacterial growth, to maintain quality and to prolong shelf-life. Preservatives also contribute to the safety and efficacy of a product. The Lash Boost preservative system is comprised of Chlorphenesin, Phenoxyethanol and Sorbic Acid.