FREQUENTLY ASKED QUESTIONS

REVERSE™ REGIMENS
BRIGHTENING & LIGHTENING

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SECTION 1: REVERSE PRODUCTS

WHAT IS REVERSE?

Rodan + Fields® REVERSE family is designed to tackle the full range of skin discoloration concerns—from dullness and uneven skin tone to stubborn dark marks, patches and age spots—often associated with sun exposure and aging. As of January 4, 2017, the U.S. REVERSE family now includes two Regimens, REVERSE Brightening and REVERSE Lightening.

Both REVERSE Regimens are based on Multi-Med® Therapy and combine cosmetic and over-the-counter (OTC) ingredients to address specific discoloration needs, revealing a more radiant, even complexion.

WHY ARE THERE TWO REVERSE REGIMENS?

Repeated sun damage accumulates on our skin over time—even if we cannot see it—and worsens as we age or sun exposure increases.

Let’s use the analogy of a lake. If a lake is muddy with a lot of particulate matter, it can begin to look murky and drab. Sun damage lurking below your skin’s surface can give your complexion that same, dull appearance—often these are the early signs of skin aging due to sun exposure.

As that damage accumulates, it may rise to the top of skin and manifest itself as dark spots. Think of a lake with algae on top. These persistent dark spots are signs of more advanced skin damage.

Not all skin dullness and discoloration are created equal. Discoloration manifests itself differently depending on a person’s age, ethnicity, amount of sun exposure and hormonal factors. By offering our U.S. Customers two REVERSE Regimen options—REVERSE Brightening and REVERSE Lightening—they can find the solution that best fits their individual skincare needs, depending on where they fall on this discoloration spectrum. When a lake is free of muddy particles, light is perfectly reflected throughout the water, giving it a clear and translucent appearance. We want the same for your skin!
WHAT IS THE DIFFERENCE BETWEEN REVERSE BRIGHTENING & LIGHTENING?

The two Regimens feature different key ingredients to tackle the full range of skin discoloration concerns due to sun damage, hormones and other factors.

- REVERSE Brightening features vitamin C and retinol to help even out dullness, discoloration and uneven skin tone—often the first signs of aging
- REVERSE Lightening features 2% Hydroquinone to gradually lighten excessive pigmentation, including stubborn dark marks and age spots

WHEN WILL THESE REGIMENS BE AVAILABLE FOR SALE?

On January 4, 2017, the REVERSE Brightening and REVERSE Lightening Regimens will be available for purchase by all U.S. customer types. Both Regimens contain products already available in the U.S.; however, they will now both be available in the form of conveniently packaged Regimens with names that better speak to their unique benefits. Additionally, Steps 2 & 3 of the REVERSE Lightening Regimen (formerly the two products in the Accelerator Pack) will also be available for individual purchase.

WHAT HAPPENED TO THE “OLD” REVERSE REGIMEN?

In the U.S., the existing REVERSE Regimen (featuring vitamin C and retinol) will now be known as the REVERSE Brightening Regimen. REVERSE Brightening Regimen combats dullness, minor discolorations and uneven skin tone for a more radiant, even complexion. The new name was developed to better speak to these benefits.
Due to regulatory differences, Canada’s product portfolio will continue to feature a single REVERSE Regimen (vitamin C and retinol), which is simply referred to as the REVERSE Regimen.

**WHAT HAPPENED TO THE REVERSE ACCELERATOR PACK?**

Based on feedback from R+F Customers and Consultants, the REVERSE Accelerator Pack was incorporated into a new, full Regimen called the REVERSE Lightening Regimen. Now, rather than purchasing the REVERSE Accelerator Pack plus the Deep Exfoliating Wash and Broad Spectrum SPF 50+ Sunscreen, Customers may now simply purchase the REVERSE Lightening Regimen to enjoy the benefits of all four Multi-Med® Therapy steps. The REVERSE Lightening Regimen is focused on “spot lightening.” REVERSE Lightening Regimen contains the OTC active ingredient Hydroquinone to gradually fade stubborn dark marks, patches and age spots—hence the Lightening name.

The REVERSE Accelerator Pack will no longer be sold after the introduction of the REVERSE Lightening Regimen. In addition, all four Regimen steps will be available for individual purchase.

**WHAT PRODUCTS ARE INCLUDED IN EACH REVERSE REGIMEN?**

<table>
<thead>
<tr>
<th></th>
<th>REVERSE Brightening Regimen</th>
<th>REVERSE Lightening Regimen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1</strong></td>
<td>Deep Exfoliating Wash with alpha hydroxy acids and exfoliators to gently remove dull, dead skin cells</td>
<td>Deep Exfoliating Wash with alpha hydroxy acids and exfoliators to gently remove dull, dead skin cells</td>
</tr>
<tr>
<td><strong>Step 2</strong></td>
<td>Intensive Brightening Toner combines Kojic Acid and antioxidants to visibly brighten skin and even out discoloration</td>
<td>Skin Lightening Toner with 2% Hydroquinone gradually fades persistent discoloration. Kojic Acid visibly brightens skin</td>
</tr>
<tr>
<td><strong>Step 3</strong></td>
<td>Dual Active Brightening Complex with Vitamin C and Retinol to enhance brightening and help diminish the look of fine lines and wrinkles</td>
<td>Skin Lightening Treatment with 2% Hydroquinone gradually lightens stubborn dark marks, pigments and age spots</td>
</tr>
<tr>
<td><strong>Step 4</strong></td>
<td>Broad Spectrum SPF 50+ Sunscreen helps defend against UV rays with Licorice and Mulberry to brighten dull-looking skin</td>
<td>Broad Spectrum SPF 50+ Sunscreen helps defend against UV rays with Licorice and Mulberry to brighten dull-looking skin</td>
</tr>
</tbody>
</table>
Steps 2 and 3 feature different products across the two Regimens, whereas steps 1 and 4 are the same across both the REVERSE Brightening and REVERSE Lightening Regimens.

Steps 2 and 3 of the Lightening Regimen—REVERSE Skin Lightening Toner and Skin Lightening Treatment—were previously sold together as the REVERSE Accelerator Pack.

WHAT RESULTS CAN I EXPECT FROM EACH REVERSE REGIMEN?
Both REVERSE Regimens have been clinically tested to meet the Doctors’ rigorous efficacy standards.

REVERSE BRIGHTENING

Percent of participants who saw an overall improvement in the appearance of:*  
- 92% improvement in brightness  
- 92% improvement in smoothness of texture  
- 84% improvement in brown spots  
- 76% more even skin tone

*Based on an eight-week independent US consumer study of 25 participants. Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

REVERSE LIGHTENING

Percent of clinical participants had a reduction in: *†  
- 92% had reduction in dark marks

Percent of participants saw an overall improvement in the appearance of: **†  
- 81% improvement in smoothness and texture  
- 74% more even skin tone

*Based on an eight-week independent US expert clinical grading of 27 participants.

**Based on an eight-week independent US consumer study of 27 participants.

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

IS ONE REGIMEN BETTER THAN THE OTHER?

Neither REVERSE Regimen is better than the other—the Regimen you choose should be based on what’s best for your individual skincare needs. To find out which Regimen is best for you or your Customer, visit the Rodan + Fields Solution Tool.
ARE THERE ANY OTHER REVERSE PRODUCT CHANGES?
Yes, due to recent environmental regulations, we will be removing microbeads from REVERSE Deep Exfoliating Wash. It will feature updated ingredients in both the U.S. and Canada, beginning in 2017.

HOW AND WHY HAS THE REVERSE DEEP EXFOLIATING WASH CHANGED?
Rodan + Fields strives to do the right thing for both our Customers and the environment.

Regulations announced in 2015 prohibit the use of polyethylene microbeads in cosmetic products. Fortunately, Rodan + Fields proactively worked to update our REVERSE Deep Exfoliating Wash—even before these regulations were passed—to remove polyethylene microbeads while still preserving the exfoliating benefits our customers love. This new formula will be phased into both the U.S. and Canadian markets in 2017 before any of these regulations take effect.

These regulations were not in place when the REVERSE Deep Exfoliating Wash was initially developed. Rodan + Fields provided this efficacious formula based on the information and regulations in place at that time.

WHEN CAN I EXPECT TO RECEIVE A THIS NEW WASH?
The new REVERSE Deep Exfoliating Wash will be slowly phased into orders in the U.S. beginning in January 2017.

The new REVERSE Deep Exfoliating Wash will begin to ship in Canada beginning June 2017.

SECTION 2: MARKET OFFERINGS- U.S. AND CANADA

WHY IS THE REVERSE LIGHTENING REGIMEN NOT SOLD IN CANADA?
Due to regulatory differences, the REVERSE Lightening Regimen is not sold in Canada. The REVERSE Lightening Regimen contains 2% Hydroquinone, a U.S. FDA-approved lightening ingredient that is available for purchase over-the-counter and without prescription. Thus, in the U.S., we are allowed to sell REVERSE Lightening Regimen. Our Hydroquinone products are not available in Canada due to Health Canada regulations. Skin Lighteners (i.e Hydroquinone products) are only available to purchase in pharmacies in Canada. Every country has their own regulations, and R+F adheres to these guidelines.

WHY DOES THE REVERSE REGIMEN HAVE A DIFFERENT NAME IN CANADA?
Rodan + Fields now offers two REVERSE Regimens in the US, so each Regimen has a different name to speak to its unique benefits—REVERSE Brightening and REVERSE Lightening. To avoid confusion, Canada’s single REVERSE Regimen’s name remains unchanged and will continue to be known as REVERSE.

DOES CANADA’S REVERSE REGIMEN EFFECTIVELY ADDRESS STUBBORN DARK MARKS, PATCHES AND AGE SPOTS?
The REVERSE family addresses the full range of dullness and discoloration, regardless of whether you live in the U.S. or Canada. Vitamin C and Retinol, featured ingredients in the REVERSE Regimen, have been clinically tested and demonstrated to be effective at brightening the appearance of skin and visibly evening out dullness and discolorations. 84% of consumer study participants saw an improvement in brown spots when using this Regimen*.

*Based on an 8-week independent US consumer study of 25 participants. Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

SECTION 3: INGREDIENT INFORMATION

REVERSE BRIGHTENING REGIMEN

WHY DOES THE REVERSE DUAL ACTIVE BRIGHTENING COMPLEX HAVE TWO DIFFERENT TUBES: VITAMIN C AND RETINOL?

Pure vitamin C and retinol are highly effective brightening ingredients, but it’s difficult to incorporate them into the same formula. Mixing these two formulas together immediately before application allows for maximum benefits.

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 a consumer study, 60% of participants saw an improvement in the appearance of fine lines and wrinkles while using REVERSE Brightening.

REVERSE LIGHTENING REGIMEN

WHAT IS HYDROQUINONE?

Dr. Katie Rodan and Dr. Kathy Fields consider Hydroquinone the “gold standard” for skin lightening. Hydroquinone has been used by dermatologists for more than 40 years to lighten dark discolorations. Hydroquinone is the only skin lightener recognized by the U.S. FDA OTC monograph, and it’s allowed in OTCs at 1.5 to 2%. When used evenly over the entire face, Hydroquinone reduces discoloration to create a more visibly even skin tone.

Also, Hydroquinone is naturally found in a wide variety of foods, including berries, pears, wheat and coffee making it likely that we ingest far more Hydroquinone than we absorb topically from an OTC skin cream.

IS HYDROQUINONE SAFE?

The drug is valued worldwide as a lightening ingredient to target stubborn dark spots, and Dr. Katie Rodan and Dr. Kathy Fields consider it the “gold standard” for this purpose.

Hydroquinone is the only U.S. FDA-approved OTC skin lightening ingredient. The FDA allows Hydroquinone at 1.5 to 2% concentration without a prescription. The U.S. requires a prescription for concentrations at 2 to 4%,
Hydroquinone is regulated differently worldwide to protect against misuse and bad formulations.

**HOW DOES HYDROQUINONE LIGHTEN SKIN DISCOLORATIONS?**

Hydroquinone works by inhibiting an enzyme that produces excessive pigmentation. Exposure to the sun, UV rays and sources of injury to the skin such as acne may cause excessive amounts of melanin pigment production. Excessive melanin production may appear as freckles, age spots, post-acne dark marks or general dull appearance.

**WILL HYDROQUINONE LIGHTEN MY SKIN COLOR?**

Our Hydroquinone products are not formulated to lighten your skin color. When our Hydroquinone products are applied all over your face, their lightening effects target areas of excessive pigmentation, to help provide an overall more even complexion. The REVERSE Lightening Regimen gradually fades dark marks, patches and age spots when applied evenly all over your face.

**CAN HYDROQUINONE BE USED ON ALL SKIN COLORS?**

Yes, Hydroquinone is safe for use on all skin colors at FDA-approved levels. Darker skin is more prone to excessive pigmentation, and thus, can benefit from using the REVERSE Lightening Regimen, featuring 2% Hydroquinone.

**CAN I USE REVERSE BRIGHTENING OR LIGHTENING REGIMEN ON SENSITIVE SKIN?**

If your skin is sensitive or irritated do not use REVERSE Brightening or REVERSE Lightening Regimens. We suggest beginning with SOOTHE Regimen to help calm and soften your sensitive skin and to help maintain a healthy-looking, even-toned complexion. Once this is established you may patch test the REVERSE products and slowly transition to them as directed and tolerated.

**SECTION 4: PRODUCT USE AND APPLICATION**

**HOW LONG CAN I USE THE REVERSE REGIMENS?**

There is no limit to how long you can use either the REVERSE Brightening or REVERSE Lightening Regimens. However, once you have addressed your dullness and/or discoloration concerns, you may choose to transition to another Rodan + Fields Regimen if you have additional skincare concerns. Frequently, REVERSE customers choose to transition to our REDEFINE™ Regimen for the appearance of fine lines and wrinkles, but may transition back to REVERSE as needed.

**CAN I USE BOTH REVERSE REGIMENS AT THE SAME TIME?**

We do not recommend using both REVERSE Regimens at the same time. For best results, we recommend choosing the REVERSE Regimen that best meets your current skincare needs and using it for at least 60 days. Once you’ve achieved your desired results, you may choose to transition to another Rodan + Fields Regimen that’s most aligned to your concerns.

Frequently, REVERSE Lightening customers choose to transition to REVERSE Brightening once dark spots fade, or REVERSE family customers may also choose to transition to our REDEFINE Regimen for the appearance of fine lines and wrinkles.
DO THE REVERSE REGIMENS PERMANENTLY FADE DISCOLORATION AND AGE SPOTS?

Hydroquinone is not a permanent correction for dullness, age spots or dark marks. Exposure to UV light will trigger the return of pigmentation. After achieving your desired results with REVERSE, you can help to maintain these results by diligently reapplying broad spectrum sunscreen every two hours, wearing protective clothing and limiting your sun exposure. Remember, a single day of unprotected sun exposure can undo months of hard work.

CAN THE REVERSE LIGHTENING REGIMEN BE USED ON THE NECK AND DÉCOLLETÉ, OR EVEN MY HANDS AND ARMS?

It’s not just your face that shows the effects of environmental aging, so there’s no need to stop at your face when applying the REVERSE Lightening Regimen. The Lightening Regimen can be used on unwanted dark marks, patches and age spots on your neck, décolleté, arms or hands. However, be aware that skin is more delicate on the neck and chest, so you may need to ramp up more slowly and use as tolerated.

I ONLY HAVE A FEW STUBBORN DARK MARKS—CAN I JUST APPLY THE REVERSE LIGHTENING REGIMEN ON THOSE SPOTS?

Rodan + Fields developed the REVERSE Lightening Regimen to be a full-face solution to address both the visible signs of sun damage as well as less visible signs that lurk below the skin’s surface. We do not recommend “spot treating” dark marks and age spots. Using pigmentation-lightening products over the entire face avoids the “halo effect,” white rings around dark spots, which results from only applying the products on the spots that you see.

CAN I STILL SUNTAN OR USE A TANNING BED WHILE USING THE REVERSE REGIMENS?

Regardless of your skin type or concern, we strongly advise against the practice of sun tanning or using a tanning bed. Both are known to increase the risk of skin cancer and premature skin aging. When attempting to reduce the appearance of dullness and dark marks with either the REVERSE Brightening or REVERSE Lightening Regimens, it is especially important to stay out of the sun, apply and reapply REVERSE Broad Spectrum SPF 50+ Sunscreen as directed.

WILL REVERSE PRODUCTS MAKE ME MORE SENSITIVE TO THE SUN?

When using the REVERSE Regimens, your skin may feel more sensitive to sunlight due to exfoliators and/or brightening or lightening ingredients. This natural warning is beneficial because it is imperative that you avoid any sun exposure while trying to reduce discoloration—even if it is incidental.

It is important to note: the ingredient choices, and concentrations of these ingredients in any Rodan + Fields skincare product, are each very carefully selected to help minimize sun sensitivity. In addition, R+F always recommends the use of one of our daily sunscreens, all of which are specifically designed to protect skin from various types of sun damage and to help prevent sunburns. It is also advised to try and avoid the sun, seek shade as much as possible, and wear protective clothing.

CAN I USE THE REVERSE REGIMEN IF I’M PREGNANT OR NURSING?
As with any health concern including if you are pregnant or nursing, please consult with your doctor before making any changes to your skincare routine. Reference the Rodan + Fields ingredient list to help you and your doctor make an informed decision.

**CAN I USE THE REVERSE LIGHTENING REGIMEN IF I AM TAKING PRESCRIPTION MEDICATIONS?**

As with any health concern including if you are taking prescription medications we always recommend you consult your doctor regarding your skincare routine. This is as simple as sending the ingredient list to your healthcare provider for review.

**CAN I USE THE REDEFINE AMP MD™ MICRO-EXFOLIATING ROLLER WITH THE REVERSE BRIGHTENING REGIMEN?**

Yes. Once you have built up to twice a day usage of the REVERSE Brightening Regimen as outlined in the chart below, you may begin using the AMP MD™ Micro-Exfoliating Roller in the evening as tolerated after completing Steps 1 and 2 of the REVERSE Brightening Regimen.

After rolling, follow with REVERSE Brightening Step 3.

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<tr>
<th>Week</th>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
<th>DAY 5</th>
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<tr>
<td><strong>Week 4</strong></td>
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**CAN I USE THE REDEFINE AMP MD™ MICRO-EXFOLIATING ROLLER WITH THE REVERSE LIGHTENING REGIMEN?**

We do not recommend using the AMP MD™ System with the REVERSE Lightening Regimen. However, once your stubborn dark marks have faded, you may transition to the REVERSE Brightening Regimen, which is appropriate for use with the AMP MD™ Roller.

**SECTION 5: BUSINESS QUESTIONS**

**WHAT ORDER TYPES CAN BUY THE REGIMENS?**

On January 4, 2017, all U.S. order types can purchase either the REVERSE Brightening or REVERSE Lightening Regimen. Canada remains unchanged—all order types can purchase the REVERSE regimen.

**FOR AUTOSHIP ORDERS: IF I HAVE A REVERSE ACCELERATOR PACK IN MY UPCOMING CART, WHAT WILL HAPPEN TO IT?**

On January 4, 2017, R+F will enact cart swaps for any Consultant or PC whose cart includes a REVERSE Accelerator Pack.
Customers will receive the most relevant product swap possible, regardless of price. In this case, if the swapped product is significantly more expensive (+10% or more) than the original, R+F will honor the lower price for one purchase cycle. This one-time Members Only discount is available until January 31st for Consultants and until February 28th for PCs. After those dates, the full-priced Skin Lightening Toner ($36) and the Skin Lightening Treatment ($74) will remain in carts, unless otherwise updated.

The swaps for this REVERSE change fall into two scenarios:

<table>
<thead>
<tr>
<th>If Current Cart includes...</th>
<th>New Cart will include...</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVERSE Accelerator Pack + Deep Exfoliating Wash + Broad Spectrum SPF</td>
<td>REVERSE Lightening Regimen</td>
<td>Equal swap</td>
</tr>
<tr>
<td>REVERSE Accelerator Pack in any other configuration</td>
<td>REVERSE Skin Lightening Toner + Skin Lightening Treatment (individual products)</td>
<td>Temporary Members Only Discount</td>
</tr>
</tbody>
</table>

For best results, we recommend using the complete REVERSE Lightening Regimen because each step builds upon the previous step to gradually fade stubborn dark marks, patches and age spots. Customers receiving only two steps in the Regimen can manually swap out these two products for the full REVERSE Lightening Regimen on January 4, 2017, or any time thereafter.

We will hold all U.S. carts scheduled to process between January 1st and 4th until January 5th to give Customers time to make changes based on our new product offerings.

THE REVERSE ACCELERATOR PACK USED TO COST $79 FOR CONSULTANTS, BUT NOW IF I BUY THE TWO PRODUCTS SEPARATELY, THEY COST $110? WHY?

The REVERSE Accelerator Pack previously included a bundle discount, so when a customer purchased it in combination with the REVERSE Deep Exfoliating Wash and REVERSE Broad Spectrum SPF 50+, the products added up to the price of a REVERSE Regimen. Customers still enjoy a 20% discount when purchasing a full Regimen, but the discount does not apply when products are bought individually.

ARE THESE PRODUCTS AVAILABLE FOR SALES SUPPORT OVERRIDE?

Yes.

WILL THE NEW REVERSE LIGHTENING REGIMEN BE INCLUDED IN THE ENROLLMENT BUSINESS KITS AND BOOSTER PACK?

REVERSE Lightening will be available as a Regimen of choice in the $395, $695 and $995 Business Kits. REVERSE Lightening will not be available in the Consultant Booster Pack. The Accelerator Pack will be removed, and the price of the Booster Pack will change to $260.
WHAT ARE THE PRICES AND SALES VOLUMES FOR EACH REVERSE REGIMEN?

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<th>REVERSE™</th>
<th>QUALIFYING VOLUME*</th>
<th>CV</th>
<th>CONSULTANT PRICE</th>
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