IMPORTANT MESSAGE FROM CHIEF LEGAL OFFICER MICHELLE LEETHAM:

BUILD YOUR BUSINESS WITH LASH BOOST BY FOLLOWING ALL RULES

ENHANCEMENTS Lash Boost™ has the potential to be an amazing boost for your business, but only if all our Independent Consultants follow the rules and engage in compliant, ethical business practices when marketing this game-changing product. Please read and follow these rules immediately.

1. Only Use Approved Social Media Assets and Marketing Materials Provided by Rodan + Fields®

The social media assets and marketing materials provided by Rodan + Fields have undergone a thorough review to ensure that the claims made are legally appropriate and that there is no violation of the intellectual property rights of others. When Independent Consultants create their own assets, they could be exposing their businesses to risk by running afoul of the law or the rights of others, including celebrities, other brands, companies, etc. That is why you are required to use the assets and materials provided to you by Rodan + Fields, which you can find in Communications Corner.

2. Only Post "Before & After" Photos That Are Consistent With Clinical Studies and Authorized By the Person Pictured

All "before and after" photos must be consistent with R+F clinical studies. Please wait 4-8 weeks before posting any "before and after" photos. Never post or share a post of a picture unless you know the person pictured has given permission for the photo to be used. If the subject is an R+F Consultant, then she or he must clearly be identified as an R+F Independent Consultant. The posting must comply with all requirements of Section 6c of the P&Ps, so please review it before posting any before and after photos, other than the ones provided to you by Rodan + Fields.

3. Do Not Ever Use a Photo or Other Asset Belonging to Others When Marketing R+F Products

Unfortunately, we have received isolated reports of Independent Consultants who have used the assets of another company when marketing ENHANCEMENTS Lash Boost. It is strictly forbidden to use the images, photos, videos, assets or materials of other companies or individuals without their permission. Doing this exposes you and your business to legal liability. Rodan + Fields and its insurers will not defend Consultants who engage in this unauthorized conduct.
4. Make Only the Approved Claims About ENHANCEMENTS Lash Boost That R+F Has Provided to You

ENHANCEMENTS Lash Boost is a cosmetic product and as such, all marketing claims must be about the appearance of lashes. Here's what you can and can't say when sparking conversations with current and prospective Customers and Consultants:

You can say:

- Improves the appearance of length, darkness and fullness
- Results in longer-looking, fuller-looking, darker-looking lashes
- Lashes look and feel more flexible and stronger
- Comments focused on feel, look and appearance

You can't say:

- Makes lashes longer
- Lashes are fuller, stronger or thicker
- Retains more lashes
- Comments focused on actual physical change in lashes

5. Never Claim That ENHANCEMENTS Lash Boost is an All Natural Product

While ENHANCEMENTS Lash Boost may empower Customers to proudly show off their natural lashes, the product itself is not "all natural." It has effective and safe ingredients that produce dramatic, visible results, but the ingredients are not all natural. To avoid any confusion in this regard, we have updated our marketing materials to refer to "real lashes," as opposed to "natural lashes." This is to avoid confusing you and/or your Customers.

6. Do Not Claim the Doctors Have Been Developing ENHANCEMENTS Lash Boost Since 2011

Some Independent Consultants have claimed that the Doctors first developed this product in 2001. This is not accurate, so do not make this claim. Dr. Katie Rodan and Dr. Kathy Fields and the R+F research and development team are continuously evaluating products for our product portfolio, but it is not accurate to say that this product has been under development since 2011.

Thank you for your prompt attention to these important rules. If you have other questions about this new product, please refer to the ENHANCEMENT Lash Boost FAQs. For Compliance inquiries, please contact us at Compliance@rodanandfields.com.