

# RODAN+FIELDS® REDEFINE

Regimen for the Appearance of  
Lines, Pores and Loss of Firmness



RODAN+FIELDS™

## How Does the **REDEFINE** Regimen Work?

Based on Multi-Med<sup>®</sup> Therapy, **REDEFINE** is a comprehensive skincare solution that combines cosmetic and active OTC ingredients to help defend against and reduce the visible signs of aging. By combining the right ingredients, in the right formulations, and using them in the right order, the Regimen:

- Refines skin's texture for softer, smoother-looking skin
- Effectively minimizes the appearance of pores by removing pore-clogging dead skin cells
- Reduces the appearance of lines and wrinkles
- Hydrates and increases skin elasticity
- Helps to visibly firm the skin
- Contains antioxidants and provides effective photostable broad spectrum UVA/UVB sunscreen protection
- Replenishes skin's natural moisturizing factors (NMFs) through vitamins A, C and E and other vital skin nutrients



# Frequently Asked Questions

Do I need to use all of the steps in the **REDEFINE** Regimen to get results?

Yes, each product in the **REDEFINE** Regimen builds on the last, addressing the visible signs of aging skin caused by decreased cell turnover, diminished collagen production, dryness and the cumulative effects of environmental damage. The **REDEFINE** Regimen is based on Multi-Med<sup>®</sup> Therapy. It is a comprehensive skincare Regimen that layers cosmetic ingredients and proven peptide technology to provide exfoliation, moisturization and protection from environmental aggressors by minimizing the appearance of large pores, diminishing the appearance of lines and wrinkles, and restoring a smooth, luminous complexion. Skipping any of the steps can minimize results.

When can I expect to see results from the **REDEFINE** Regimen?

With regular use of the **REDEFINE** Regimen your skin will look smoother and softer; changes are often experienced after the first use. Within two months, your skin will appear firmer, lines and wrinkles will be less noticeable, pores will look tighter and your complexion will become more luminous and refined.

How long should I use the **REDEFINE** Regimen?

The secret to great skin is consistent care. We developed the **REDEFINE** Regimen as skincare for life. Continue to use the **REDEFINE** Regimen to help reduce the appearance of lines and wrinkles. Also consider using the **MACRO Exfoliator**<sup>™</sup>, for five minutes once a week to reveal your smoothest, freshest-looking skin. Continue using both to maintain your results and protect the future of your skin.

**RODAN+FIELDS**<sup>®</sup>  
Decide Today How Tomorrow Looks<sup>™</sup>

Can I use the **REDEFINE** Regimen on my arms, neck, hands and décolleté?

Yes. The neck and décolleté also exhibit the signs of aging. For aging hands, we recommend the **REDEFINE** Hand Regimen.

Can I use the **REDEFINE** Regimen if I'm pregnant or nursing?

We recommend that a woman who is pregnant or nursing confer with her physician about her current products and before making any change to her skincare routine. Providing the appropriate ingredient lists will help inform the physician.

Can I use **ACUTE CARE**<sup>™</sup> with any Rodan + Fields Regimen?

**ACUTE CARE** can be used with all R+F Regimens. However, it should not be used on active acne or areas of sensitivity, redness or irritation.

Can I use the **REDEFINE MACRO Exfoliator** if I am using the **REDEFINE** Regimen?

Yes. You may use the **MACRO Exfoliator** once a week as directed.

Can I use the **AMP MD**<sup>™</sup> Micro-Exfoliating Roller with the **REDEFINE** Regimen?

Yes. For best results, the **AMP MP** Micro-Exfoliating Roller is recommended for use with the **REDEFINE** Regimen. The combination of the **AMP MD** Roller and **REDEFINE** Night Renewing Serum are clinically proven to amp up your daily skincare routine for a firmer, more youthful-looking appearance.

*For more information, speak with your Consultant or visit RF Connection ([rodanandfields.com/rfconnection](http://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<sup>®</sup> makes no guarantee as to the results that you may experience.

# Decide Today How Tomorrow Looks™

Young skin has healthy amounts of collagen and elastin fibers, keeping it firm and supple. Physiological changes, environmental factors (especially sun exposure) and detrimental lifestyle choices like smoking all contribute to our skin's loss of these supportive fibers as we age. With a reduction of collagen and elastin, we see sagging, wrinkles and noticeably enlarged pores. Thankfully, the right skincare can help maintain skin's youthful appearance and defend your skin against the effects of time and the environment. The end result: a visibly firmer, more radiant and flawless-looking complexion.

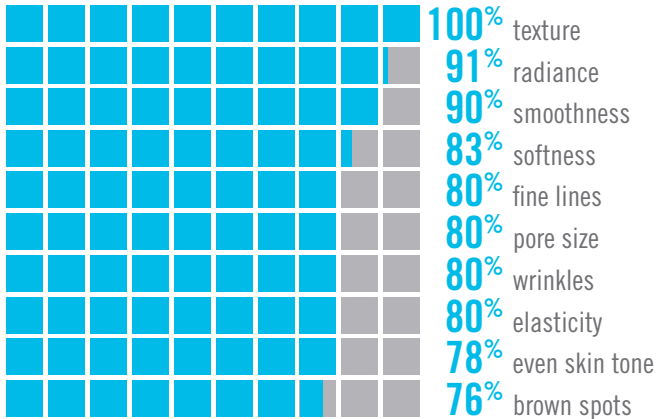
So start today. We are all aging all the time, but what that looks like is up to you.

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

## REDEFINE Results

After 8 weeks of **REDEFINE** use, participants in an independent clinical study achieved the following results:\*

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT IN THE APPEARANCE OF:



BEFORE\*\*



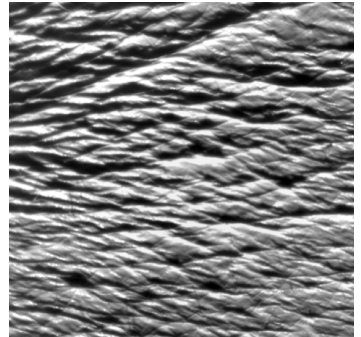
AFTER\*\*



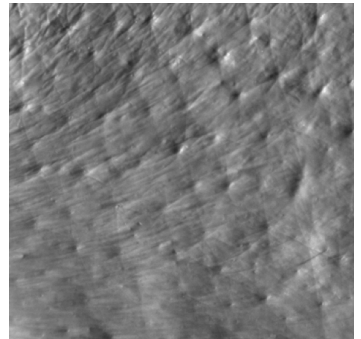
\*\*Unretouched photos from clinical study participant after 4 weeks of use. Results may vary.

### SKIN REPLICAS OF CROW'S FEET

BEFORE\*



AFTER\*



\*Unretouched photos from clinical study participant after 8 weeks of use. Results may vary.

# REDEFINE Regimen

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# 1

## REDEFINE Daily Cleansing Mask

Creamy, kaolin clay-based cleansing mask dries in two minutes, drawing impurities from pores without robbing skin of essential moisture. Fine dimethicone microbeads gently exfoliate to smooth the skin without disrupting skin's delicate moisture barrier.

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# 2

## REDEFINE Pore Minimizing Toner

Exclusive combination of pore-clarifying ingredients minimizes the appearance of enlarged pores in this fast-acting, alcohol-free liquid vehicle. Gentle poly-hydroxy acids exfoliate pore-clogging dead skin cells while natural oligosaccharides help reduce the appearance of pores.

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# 3

## REDEFINE Triple Defense Treatment

Moisturizing treatment with broad spectrum SPF 30 protection contains a clinically proven concentration of powerful peptides to reduce the appearance of lines and wrinkles and visibly firm skin. Exclusive SHIELD<sup>rf</sup> sunscreen technology combines stabilized avobenzone and free radical-fighting colorless carotenoids for effective photostable broad spectrum UVA/UVB protection to visibly decelerate the signs of photoaging that appear over time. Optical brighteners minimize the appearance of skin flaws while skin protectant ingredients, dimethicone and hyaluronic acid provide moisturization.



## REDEFINE Overnight Restorative Cream

Ultra-hydrating cream replenishes skin's natural moisturizing factors (NMFs) while you sleep for visibly firmer, less-lined skin in the morning. Contains clinically proven concentrations of peptides and niacinamide to help minimize the appearance of wrinkles and to help maintain firmer-looking skin. Moisture-recycling complex of hyaluronic acid and glycerin helps prevent moisture loss while 12-hour, time-released antioxidants A, C and E help replenish vital skin nutrients.

## Getting Started

For best results, follow the schedule below:

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
MORNING	•	•	•	•	•	•	•
EVENING	•	•	•	•	•	•	•

- Use **REDEFINE** Daily Cleansing Mask, Pore Minimizing Toner and Triple Defense Treatment in the morning. Replace Triple Defense Treatment with Overnight Restorative Cream as the last step of the Regimen in the evening.
- To reveal your smoothest, freshest-looking skin, incorporate the **REDEFINE MACRO Exfoliator** into your nighttime skincare routine once per week.
- For a firmer looking appearance, incorporate the **AMP MD** System into your nighttime skincare routine.
- If your skin is sensitive, first use the **SOOTHE** Regimen for at least 30 days prior to transitioning as tolerated to the **REDEFINE** Regimen.

## SUPPLEMENT YOUR REGIMEN

- Clean face of makeup prior to using **REDEFINE** Daily Cleansing Mask as this step is meant to help clean the face but is not a heavy makeup remover. We suggest first using **REDEFINE** Eye Cloths to remove all makeup, then following with **REDEFINE** Daily Cleansing Mask as directed.
- To minimize the appearance of crow's feet, dark circles and puffiness, try **REDEFINE** Multi-Function Eye Cream.
- For visibly improved skin texture and firmness and to reduce the appearance of wrinkles, use **REDEFINE** Night Renewing Serum. In the evening, after using **REDEFINE** Daily Cleansing Mask and Pore Minimizing Toner, apply the serum over the entire face and neck, avoiding eye area. Follow with **REDEFINE** Overnight Restorative Cream.

Enhance your **REDEFINE** Regimen by using it with our patent-pending **REDEFINE** products



## REDEFINE MACRO Exfoliator

for Extreme Smoothness and Radiance

Get 2x the results of your **REDEFINE** Regimen with the **MACRO Exfoliator**.\* The **MACRO Exfoliator** sweeps away a week's worth of dulling dead skin cells in just five minutes, leaving behind smoother, healthier-looking luminous skin. On the day/night you macro-exfoliate, take a break from your normal skincare routine and use a gentle, non-exfoliating, non-oily cleanser to remove makeup and clean your face.

*\*Clinical test subjects saw results in 4 weeks.*

## AMP MD

for Firmer-Looking Skin

Your skin will appear firmer, lines and wrinkles will be less noticeable, pores will look tighter, and your complexion will become more luminous and refined with regular use of the **REDEFINE** Regimen and the **AMP MD** System. Incorporate the **AMP MD** tool into your skincare routine at least three days a week. Use the **AMP MD** after Steps 1 and 2. Do not use the same day you macro-exfoliate.

## REDEFINE ACUTE CARE

Skincare for Expression Lines

Reduce the appearance of wrinkles and see a significant improvement in crow's feet when you add **ACUTE CARE** to your **REDEFINE** Regimen. The benefits of a one-month course of treatment can last up to eight additional weeks when combined with the **REDEFINE** Regimen. Use **ACUTE CARE** patches on clean dry skin following Step 1. For best results, use as directed three times a week for 10 applications.