

RODAN+FIELDS® SOOTHE

Regimen for Sensitive,
Irritated Skin and Facial Redness



RODAN+FIELDS®
DERMATOLOGISTS

How Does the **SOOTHE** Regimen Work?

Based on Multi-Med® Therapy, **SOOTHE** is a complete skincare system that uses clinically proven active cosmetic and OTC ingredients to soothe sensitive, irritated skin and calm visible facial redness. By combining the right ingredients, in the right formulations, and using them in the right order, the regimen:

- Helps reduce the visible signs of inflammation.
- 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.



Write Your Prescription for Change.™

As practicing dermatologists, we know the difference that great skin can make in people's lives. We also know that though everyday skin conditions can be complex, the solutions don't have to be. That's why we developed Rodan + Fields® skincare with our Multi-Med® Therapy approach, designed to deliver the right medicines, in the right formulations, in the right order, to truly transform your skin. With our clinically proven, easy-to-use regimens, great skin and the confidence and self-esteem that come with it are available to everyone without a trip to the dermatologist.

ADDITIONAL QUESTIONS?

For a customized skincare recommendation from Dr. Katie Rodan and Dr. Kathy Fields, visit the Solution Tool at your Rodan + Fields Consultant's personal website or www.rodanandfields.com. For skin or product-related questions, contact our team of nurses and skincare experts at the RF Connection at www.rodanandfields.com/rfconnection or 415.273.8000.

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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.

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When your face can't take it anymore.

Sensitive skin is a common concern among our patients. It is estimated that over 50% of people experience sensitive skin to some degree. While some have an underlying condition such as rosacea, eczema or psoriasis, we see a larger percentage who have a genetic predisposition for sensitive skin, making them more susceptible to oxidative stress, climate change, sun exposure, cosmetic intolerance and even friction or rubbing. Symptoms can include dryness and redness as well as stinging and itching.

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

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

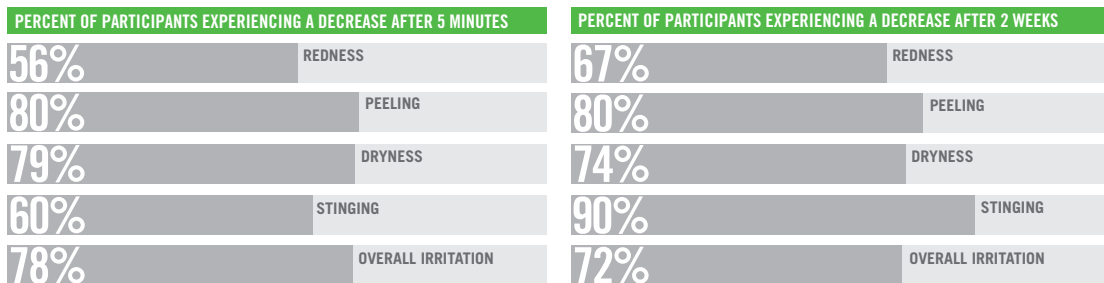
SOOTHE Results

With your first use, the **SOOTHE** Regimen will relieve your skin of dryness, visible redness, stinging and burning. With continual use, your skin will feel more comfortable, smooth and soft, with a noticeable reduction in facial redness. 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.



**Unretouched photos after four weeks of use. Results may vary.

Average results for subjects with hypersensitive skin, including mild to moderate rosacea, as independently and clinically graded after two weeks of use*:



*Clinical data excludes use of Moisture Replenishing Cream and Mineral Sunscreen. Results may vary.

The 4-Product **SOOTHE** Regimen



- 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 reduce the visible signs of inflammation and promotes smooth, clear, healthy-looking skin. FDA-recognized skin protectants, dimethicone and allantoin, along with antioxidants and natural lipids, fortify the skin's barrier to relieve dryness, reduce sensitivity and calm irritation. 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.

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	●	●	●	●	●	●	●

- 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 jaw line before introducing them on 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 themselves.
- Watch for a product reaction — redness, dryness, irritation or swelling.
- When you reintroduce the **SOOTHE** Regimen, do not use any products that irritate your skin.

SUPPLEMENT YOUR REGIMEN

To further neutralize the appearance of redness and even skin tone, try **ENHANCEMENTS** Mineral Peptides with broad spectrum UVA/UVB sunscreen.

To minimize the appearance of crow's-feet, dark circles and puffiness, try **REDEFINE** Multi-Function Eye Cream.

Clean face of makeup prior to using **SOOTHE** Gentle Cream Wash as this step is meant to help clean the face but is not a heavy makeup remover. We suggest using **REDEFINE** Eye Cloths to remove all makeup and then following with **SOOTHE** Gentle Cream Wash as directed.

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 irritation, and **SOOTHE** Sensitive Skin Treatment is an excellent aftershave treatment for men with sensitive skin.

SOOTHE Sensitive Skin Treatment may be used as a moisturizer after Step 3 of the **UNBLEMISH** or **REVERSE** Regimens.

Frequently Asked Questions

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

Yes, each product in the **SOOTHE** Regimen builds on the last and addresses the key manifestations of sensitive, irritated red skin. Each product in the system has been carefully formulated with active cosmetic and OTC ingredients specifically designed to address the symptoms of sensitive skin, i.e., a compromised barrier, moisture loss, redness, dryness, burning and stinging. Skipping any one of these steps can minimize results.

My skin is less red and irritated. Now what do I do?

The biggest mistake customers make is stopping the regimen at the first sign of improvement. The secret to great skin is consistent care. Continue using the **SOOTHE** Regimen to keep your skin calm and consider including additional products, such as **REDEFINE** Multi-Function Eye Cream and **REDEFINE** Overnight Restorative Cream. Before transitioning to a new product, we recommend patch testing the new product on your jaw line.

Can I use the SOOTHE Regimen on rosacea, eczema or psoriasis?

As dermatologists, we know that to address the sensitive, irritated skin associated with rosacea, eczema or psoriasis, you need to first fortify the skin's moisture barrier. The **SOOTHE** Regimen provides the skin with dimethicone, allantoin and lipids to fill in and protect this barrier. This allows the skin to keep moisture in and irritants and microbial agents out. If under a physician's care, check with your physician before making changes in your skincare routine.

Can the SOOTHE Regimen be used on the body?

Yes, you can use the **SOOTHE** Regimen on your body. Many customers apply **SOOTHE** to their neck and chest, as these nonfacial areas often are red and irritated.

Can I use the SOOTHE 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.