

RODAN+FIELDS® REVERSE

Regimen for the Appearance of Brown Spots, Dullness and Discoloration



RODAN+FIELDS®

How Does the **REVERSE** Regimen Work?

REVERSE is based on our Multi-Med® Therapy philosophy of combining the right ingredients in the right formulations and using them in the right way to achieve real benefits without a prescription or a visit to a dermatology office. To address the dull appearance of sun damaged skin, **REVERSE** Regimen:

- Clears away dead, dulling, discolored skin cells
- Absorbs into the uppermost layers of skin with brightening vitamin C and retinol
- Reduces the signs of photoaging with UVA/UVB SPF 50+ sunscreen protection
- Reduces the appearance of fine lines to perfect skin's surface



Frequently Asked Questions

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

For best results, use the complete **REVERSE** Regimen as directed. Each step of the **REVERSE** Regimen builds upon the previous step to address every aspect of brown spots, dullness and discoloration. Used in combination, the formulations provide exfoliation, skin brightening and broad spectrum sun protection. Skipping any step could hinder achieving maximum results.

How long can I stay on the REVERSE Regimen?

There is no limit to how long you can use the **REVERSE** Regimen. However, once you have addressed your concerns about dullness and discoloration, we recommend you transition to our **REDEFINE** Regimen for the Appearance of Lines, Pores and Loss of Firmness.

Does REVERSE Regimen permanently fade brown spots?

After using **REVERSE** and obtaining the desired results, you should be able to maintain your results if you are extremely diligent about using broad spectrum sunscreen and limiting sun exposure. However, a single day of unprotected sun exposure can virtually undo months of hard work. Apply a broad spectrum sunscreen every day and reapply it every two hours when exposed to sunlight.

Can the REVERSE Regimen be used on dark skin?

Yes. **REVERSE** is safe for use on all skin tones. Richer skin tones are more prone to unevenness due to pigmentation. The **REVERSE** Regimen is clinically proven to help visibly even skin tone to reveal your most radiant and natural

complexion. Please visit the Solution Tool for a customized routine.

Can the REVERSE Regimen be used on sensitive skin?

If your skin is sensitive we recommend you strengthen your barrier with our **SOOTHE** Regimen for Sensitive, Irritated Skin and Facial Redness. This Regimen is clinically proven to reduce redness and irritation in as little as five minutes.

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

We recommend that a woman who is pregnant or nursing consult with her doctor about her current products and/or the use of cosmetic tools or before making any changes regarding her skincare routine. Providing the appropriate ingredient lists will help inform the doctor. Please visit rodanandfields.com for the ingredient list.

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

Yes. Once you have built up to twice-a-day usage of the **REVERSE** Regimen, you may use the **MACRO Exfoliator** once a week as directed.

Can I use the AMP MD™ Micro-Exfoliating Roller with the REVERSE Regimen?

Yes. Once you have built up to twice-a-day usage of the **REVERSE** Regimen, you may begin using the **AMP MD** Micro-Exfoliating Roller in the evening after Steps 1 and 2 of the **REVERSE** Regimen. After rolling, follow with **REVERSE** Step 3.

For more information, speak with your Consultant or visit RF Connection (rodanandfields.com/rfconnection)

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Decide Today How Tomorrow Looks™

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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It's not what you see, it's what you don't see.

It's estimated that as much as 80% of skin's aged appearance is caused by the sun, not the passage of time.* The damage caused by UV exposure is not only visible on your face, but lurks under the skin's surface, making your complexion appear dull, sallow, uneven and aged. Much of the appearance of environmental aging is visibly reversible.

We created the Rodan + Fields® **REVERSE** Regimen as a simple, full-face solution that tackles the damage brought on by years of cumulative sun exposure. The **REVERSE** Regimen helps to restore the appearance of a bright, even complexion by clearing away dulling dead skin cells, supporting vibrant skin renewal and protecting fresh new cells from aging UV radiation and other effects of the environment.

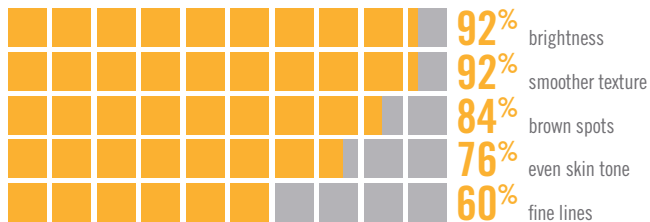
Katrina Rodan, M.D. *Kathy Fields, M.D.*

*Flament F, Bazin R, Laquieze S, Rubert V, Simonpietri E, Piot B. HYPERLINK "/pubmed/24101874"Effect of the sun on visible clinical signs of aging in Caucasian skin. Clin Cosmet Investig Dermatol. 2013 Sep 27;6:221-32. doi: 10.2147/CCID.S44686. eCollection 2013. PubMed PMID: 24101874; PubMed Central PMCID: PMC3790843.

REVERSE Results

After 8 weeks of **REVERSE** use, participants in an independent clinical study experienced the following results:*

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT IN THE APPEARANCE OF:



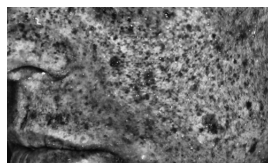
*Independent clinical study. Results may vary.

BEFORE*



POLAROID

AFTER*



UV CAMERA

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

REVERSE Regimen



1 REVERSE Deep Exfoliating Wash

Alpha hydroxy acids and polyethylene beads gently remove dulling, dead skin cells for a smooth, fresh complexion. Deep exfoliation instantly brightens skin and prepares it for the steps that follow.



2 REVERSE Intensive Brightening Toner

Proprietary blend of kojic acid and antioxidants visibly brightens skin and gradually fades discoloration. Salicylic acid and licorice enhance skin renewal and refine skin for a more radiant complexion.



3 REVERSE Dual Active Brightening Complex

Features the combination of pure vitamin C and retinol formulations to enhance brightening of the skin while diminishing the look of fine lines and wrinkles. These two formulations are blended to work as one with clinically proven skin brightening and spot fading efficacy. Kojic acid and licorice further improve the appearance of uneven skin tone over time.



4 REVERSE Broad Spectrum SPF 50+ Sunscreen

Advanced formula provides a powerful defense against UVA and UVB radiation. Contains SHIELD^{RF} sunscreen technology, an exclusive complex of stabilized avobenzone (a key UVA blocker) and colorless carotenoids (free-radical fighting antioxidants) to visibly decelerate the signs of photoaging that appear over time. Antioxidants vitamin E and green tea provide additional protection from free radicals, while licorice extract and mulberry help to brighten dull skin.

Getting Started

Begin the **REVERSE** Regimen slowly in order to let skin acclimate. Follow the schedule below for best results:

Week 1

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

Week 2

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

Week 3

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

Week 4

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

- For the **REVERSE** Dual Active Brightening Complex, first dispense an equal pea-size amount of both the vitamin C and retinol formula. Then, blend product and apply evenly over the entire face, avoiding eye area.



- Omit **REVERSE** Broad Spectrum SPF 50+ Sunscreen in the evening.
- The **REVERSE** Regimen is introduced slowly, so during the first three weeks, use a gentle cleanser, toner, moisturizer and sunscreen when not using the Regimen.
- If dryness occurs, use a moisturizer after applying **REVERSE** Dual Active Brightening Complex. We recommend **REDEFINE** Overnight Restorative Cream.
- If redness and/or irritation occur, take a break from the Regimen for two to three days. During this time, we recommend using our **SOOTHE** Regimen to reduce visible irritation.

MELASMA (MASK OF PREGNANCY)?



REVERSE Skin Lightening Accelerator Pack For Stubborn Brown Marks and Pigmentation

REVERSE Skin Lightening Toner and Skin Lightening Treatment are highly effective formulas featuring 2% hydroquinone, that can be used to quickly address persistent discoloration as needed. The **REVERSE** Skin Lightening Accelerator Pack can be used in place of **REVERSE** Intensive Brightening Toner and Dual Active Brightening Complex to address the appearance of stubborn brown marks and pigmentation. More information can be found in the **REVERSE** Skin Lightening Accelerator Pack Brochure or by asking your Consultant.

Get the most from your **REVERSE** Regimen by using it with our patent-pending **REDEFINE** products



REDEFINE MACRO Exfoliator

for Extreme Smoothness and Radiance

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.

AMP MD

for Firmer-Looking Skin

The **REDEFINE AMP MD** System is clinically proven to safely and effectively amp up your daily skincare routine for a firmer, more youthful appearance. 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

ACUTE CARE smooths wrinkles with proprietary Liquid Cone Technology that melts line-defying peptides and hyaluronic acid directly into the wrinkle for a more youthful appearance. Use **ACUTE CARE** patches on clean dry skin following Step 1. For best results, use as directed three times a week for 10 applications.