

RODAN + FIELDS REVERSE REGIMEN CLINICAL BULLETIN

CLINICAL STUDY PROTOCOL

Participants: 49 volunteers ages 29-72 with dullness, dark marks and sun damaged skin qualified and completed the study.

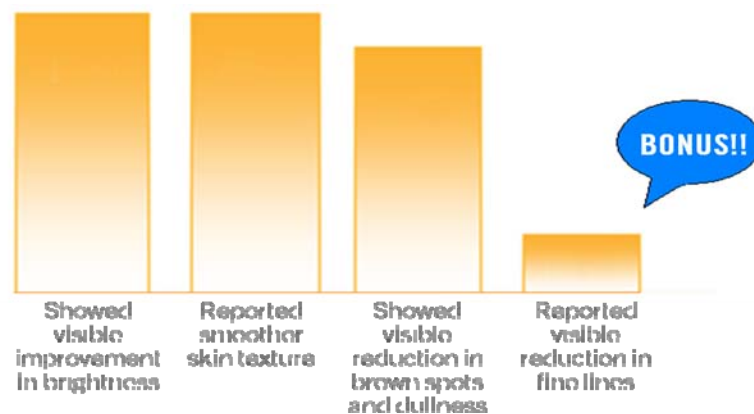
Method: The participants used the REVERSE Regimen, a 4-piece regimen, which includes a gentle exfoliant/lactic acid cleanser, a hydroquinone 2% plus B hydroxy acid toner, a hydroquinone 2% plus retinol lotion, and a zinc-based SPF 15 Sunscreen.

A fifth product, the ENHANCEMENTS Micro-Dermabrasion Paste; a more aggressive sugar/salt exfoliant paste, was also used as tolerated. Participants used REVERSE once daily for the first week and increased to twice daily after week one. ENHANCEMENTS Micro-Dermabrasion Paste was introduced to the routine in the second week, and was used in place of the cleanser 3 times a week.

Duration: The study lasted 2 months. Each participant was seen by a clinical evaluator on days 1, 30, and 60. Instant color and UV photographs were taken at each visit.

Evaluation: Participants were self-assessed and graded by an independent clinical evaluator. The categories evaluated included: 1) overall brightness 2) brown spots 3) smoothness/texture (participants only) 4) wrinkles and 5) UV camera lentigines (evaluator only).

Results



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Brightness was interpreted as a reduction in overall sallow color, as well as a resultant glow to the skin. This was evaluated by both the participant and the clinical evaluator. 98% of the participants experienced a 1 to 3 point-range improvement (mild to dramatic) in their skin.

Brown Spots were interpreted as tan to light-brown macules and patches distributed over various areas of the face. 90% of the participants experienced a mild-to dramatic improvement in brown spots.

Smoothness/texture was solely evaluated by the participants and revealed that 98% of all subjects reported mild-to-dramatic smoothness of their skin.

Pore size and depth not queried on the forms, yet 63% of participants mentioned improvement of pore appearance in comments at the end of the study.

Wrinkles were defined as fine lines and a crepey appearance of the cheeks and periocular area. 30% of all participants experienced mild-to-dramatic reduction in wrinkles subjectively.

UV photography was reviewed by the clinical evaluator and found a 61% improvement in their photographs.



Before Treatment

After 60 days of treatment



Before treatment

After 6 months of treatment

CONCLUSION:

In a sample of 49 patients, the REVERSE Regimen, which utilizes OTC non-prescription medicines in a 4-step approach to exfoliate, lighten, brighten and protect the skin, was shown to have documentable improvement in overall brightening, visible brown spots, smoothness, texture, pore size, and wrinkles.