REVERSE
Regimen for the Appearance of Brown Spots, Dullness and Discoloration
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.

Katie Rodan, M.D.  Kathy Fields, M.D.
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 and light reflectance.
REVERSE Results

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

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT

|                       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|                       |   |   |   |   |   |   |   |   |   |   |   |   |   |  92 |  92 |  84 |  76 |  60 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| brightness            |   |   |   |   |   |   |   |   |   |   |   |   |   |  92% |  92% |  84% |  76% |  60% |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

*Independent clinical study. Results may vary.

BEFORE*

AFTER*

Polaroid

UV Camera

* Unretouched photos after eight weeks of use.
The 4-Product 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 SHIELDRF 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:

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- 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.

- The REVERSE Skin Lightening Accelerator Pack is used in place of REVERSE Intensive Brightening Toner and Dual Active Brightening Complex.

- Getting Started Directions are detailed in the REVERSE Skin Lightening Accelerator Pack Brochure.

MELASMA (MASK OF PREGNANCY)?

REVERSE Skin Lightening Accelerator Pack For Stubborn Dark Marks and Pigmentation

REVERSE Skin Lightening Toner and Skin Lightening Treatment are highly effective formulas featuring 2% hydroquinone to be used, as needed, to quickly address persistent discoloration. The REVERSE Skin Lightening Accelerator Pack is used in place of REVERSE Intensive Brightening Toner and Dual Active Brightening Complex.
Get the most from your REVERSE Regimen by using it with our patent-pending REDEFINE Tools

REDEFINE MACRO Exfoliator™
To reveal your smoothest, freshest-looking skin

Get professional level benefits in the comfort of your home by sweeping away a week’s worth of dulling dead skin cells in just five minutes, leaving behind smoother, healthier-looking luminous skin. The proof is in the filter where you can actually see the dulling, dead outermost skin cells and debris that have been covering up your best skin. Our guarantee? You will feel the difference in your skin after only one use.

Incorporate the MACRO Exfoliator into your REVERSE nighttime skincare routine once you have ramped up using REVERSE Regimen morning and evening.

REDEFINE AMP MD™ Micro-Exfoliating Roller
Amps up your REVERSE results

With daily use, fractionated exfoliation improves the tone and texture of the complexion as skin responds to the contact of micro-needle tips. Used nightly with our REVERSE Regimen, this combination is clinically proven to accelerate the results of the regimen while also promoting a firmer-looking complexion.

Incorporate the AMP MD Micro-Exfoliating Roller into your REVERSE nighttime skincare routine at least three days a week after steps 1 and 2. After rolling, apply REVERSE Dual Active Brightening Complex. We recommend starting once you have ramped up using REVERSE Regimen morning and evening. Do not use the same day you macro-exfoliate.
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 dark marks?
After using REVERSE and obtaining the desired results, if you are extremely diligent about using broad spectrum sunscreen and limiting exposure to sun, you should be able to maintain your results. However, understand that 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 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?
While the REVERSE Regimen does not contain any ingredients that are not recommended for pregnant or nursing women, we always recommend that you consult your doctor before using any skincare products when you are pregnant or nursing.

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.

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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