





U.S. BUSINESS KIT COMPARISON GUIDE

Jumpstart your business with the Rodan + Fields Business Kits. Select the Kit that best fits your business needs.

					
KIT NAME		BUSINESS PORTFOLIO	PERSONAL RESULTS KIT	CORE KIT	ULTIMATE KIT
PRICE		\$45	\$395	\$695	\$995
RETAIL VALUE		N/A	\$450+	\$1,250+	\$2,000+
DESCRIPTION		The Business Portfolio is the entry-level way to start your business — it includes the necessary paperwork and guides, plus a Quick Start Business Guide and Product Guide. The Portfolio does not include products.	Start using an R+F Regimen and share your results. Select your Regimen of choice, and receive our best-selling REDEFINE Regimen, a few ESSENTIALS products and business-building tools.	Get a strong start on your business with the foundation of our product portfolio — the four core R+F Regimens. This kit also includes the latest R+F product(s), plus business-building tools to set you up for success.	The Ultimate Kit is for the ultimate business-builder and serious entrepreneur. It includes the four core R+F Regimens and the latest innovations, along with best-sellers, a chic folio, powerful business-building tools and an exclusive assortment of samples to share.
BUSINESS-BUILDING TOOLS	Business-Building Materials	<ul style="list-style-type: none"> • Quick Start Business Guide • Product Guide 	<ul style="list-style-type: none"> • Guide to the Personal Results Kit • Quick Start Business Guide • Product Guide 	<ul style="list-style-type: none"> • Guide to the Core Kit • Quick Start Business Guide • Product Guide 	<ul style="list-style-type: none"> • Guide to the Ultimate Kit • Quick Start Business Guide • Product Guide
	Prospecting Samples				<ul style="list-style-type: none"> • R+F Active Hydration Serum (5) • Active Hydration Bright Eye Complex (5) • Active Hydration Body Replenish (5) • DERMACOSMETICS Radiant Defense Perfecting Liquid Broad Spectrum SPF 30 (15) • ENHANCEMENTS Micro-Dermabrasion Paste Packets (10) • Give It A Glow Samples (10)
	Premium Folio				A case that fits all of your business essentials when you're on the go
	Pro Tools			<ul style="list-style-type: none"> • "Before and Afters" Flip Book • Leave-Behind Flyers 	<ul style="list-style-type: none"> • Business Cards • "Before and Afters" Flip Book • Leave-Behind Flyers
PRODUCTS	Latest Innovations			<ul style="list-style-type: none"> • DERMACOSMETICS Radiant Defense Perfecting Liquid Broad Spectrum SPF 30 (SHADE: Sand) 	<ul style="list-style-type: none"> • DERMACOSMETICS Radiant Defense Perfecting Liquid Broad Spectrum SPF 30 6 Shades: Shell, Beige, Sand, Golden, Almond, Espresso
	Core Regimens		<ul style="list-style-type: none"> • REDEFINE Regimen 	<ul style="list-style-type: none"> • REDEFINE Regimen • REVERSE Brightening Regimen • UNBLEMISH Regimen • SOOTHE Regimen 	<ul style="list-style-type: none"> • REDEFINE Regimen • REVERSE Brightening Regimen • UNBLEMISH Regimen • SOOTHE Regimen
	Personal-Use Regimen		Choose from REDEFINE, REVERSE Brightening, REVERSE Lightening, UNBLEMISH and SOOTHE Regimens to get the best-looking skin of your life	Choose from REDEFINE, REVERSE Brightening, REVERSE Lightening, UNBLEMISH and SOOTHE Regimens to get the best-looking skin of your life	Choose from REDEFINE, REVERSE Brightening, REVERSE Lightening, UNBLEMISH and SOOTHE Regimens to get the best-looking skin of your life
	Regimen Add-Ons				<ul style="list-style-type: none"> • R+F Lash Boost • R+F Active Hydration Serum • Active Hydration Bright Eye Complex • REDEFINE Lip Renewing Serum • REDEFINE Multi-Function Eye Cream • REDEFINE AMP MD Derma-Roller • DERMACOSMETICS Radiant Defense Liquid Brush
	REDEFINE AMP MD System			<ul style="list-style-type: none"> • REDEFINE AMP MD Derma-Roller • REDEFINE Intensive Renewing Serum 	<ul style="list-style-type: none"> • REDEFINE AMP MD Derma-Roller • REDEFINE Intensive Renewing Serum
	Additional Products		<ul style="list-style-type: none"> • ESSENTIALS Gauze Pads • ESSENTIALS Daily Body Moisturizer • ESSENTIALS Body Sunscreen Broad Spectrum SPF 30 • ESSENTIALS Lip Shield Broad Spectrum SPF 25 (2-Pack) 	<ul style="list-style-type: none"> • REDEFINE Multi-Function Eye Cream • ESSENTIALS Gauze Pads 	<ul style="list-style-type: none"> • ESSENTIALS Instant Makeup Remover Wipes (2-Pack) • ESSENTIALS Complete Eye Makeup Remover • ENHANCEMENTS Micro-Dermabrasion Paste • ESSENTIALS Gauze Pads