

ESTTA Tracking number: **ESTTA984723**

Filing date: **07/01/2019**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Petition for Cancellation

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	RODAN & FIELDS, LLC		
Entity	limited liability company	Citizenship	Delaware
Address	60 Spear Street, Suite 600 SAn Francisco, CA 94105 UNITED STATES		
Attorney information	Calla Yee; Gregory Gilchrist KILPATRICK TOWNSEND & STOCKTON LLP Two Embarcadero Center, Suite 1900 SAN FRANCISCO, CA 94111 UNITED STATES CYee@kilpatricktownsend.com, ggilchrist@kilpatricktownsend.com, rpeterson@kilpatricktownsend.com, tadmin@kilpatricktownsend.com, dvar- gas@kilpatricktownsend.com, smanes@kilpatricktownsend.com, vbele- vich@kilpatricktownsend.com 4155760200		

Registration Subject to Cancellation

Registration No.	5177481	Registration date	04/04/2017
Registrant	SC Skincare, LLC 449 N. Canon Drive Beverly Hills, CA 90210 UNITED STATES		

Goods/Services Subject to Cancellation


Class 005. First Use: 2016/10/07 First Use In Commerce: 2016/10/07 All goods and services in the class are subject to cancellation, namely: Medicated lotions for treating dermatological conditions
Class 010. First Use: 2016/03/08 First Use In Commerce: 2016/03/08 All goods and services in the class are subject to cancellation, namely: Hand held battery operated and electrical devices for personal use for facial rejuvenation and toning and skin care

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
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Marks Cited by Petitioner as Basis for Cancellation

U.S. Application	87112198	Application Date	07/21/2016
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	REVERSE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2005/04/01 First Use In Commerce: 2005/04/01 Non-medicated skin renewal creams, lotions, serums, cleansers and gels Class 005. First use: First Use: 2005/04/01 First Use In Commerce: 2005/04/01 Medicated skin brightening and skin lightening creams, lotions, serums, cleansers and gels		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	REVERSE		
Goods/Services	Class 003: Non-medicated skin renewal creams, lotions, serums, cleansers and gels; First Use: April 1, 2005; First Use in Commerce: April 1, 2005; Class 005: Medicated skin brightening and skin lightening creams, lotions, serums, cleansers and gels; First Use: April 1, 2005; First Use in Commerce: April 1, 2005		

Attachments	87112198#TMSN.png(bytes) Petition for Cancellation - SKINCLINICAL REVERSE - REG 5177481.pdf(1090693 bytes) Exhibits 1-5 Petition for Cancellation - SKINCLINICAL REVERSE - REG 5177481.pdf(1625356 bytes)
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Signature	/Calla Yee/
Name	Calla Yee
Date	07/01/2019

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Registration No. 5,177,481
For the mark: **SKINCLINICAL REVERSE**
Filed: December 16, 2015
Published: May 10, 2016
Registered: April 4, 2017

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RODAN & FIELDS, LLC,	:	
	:	Cancellation No.
Petitioner,	:	
	:	
v.	:	<u>PETITION FOR CANCELLATION</u>
	:	<u>OF REGISTRATION</u>
SC Skincare, LLC	:	
	:	
	:	
Registrant.	:	
-----X		

RODAN & FIELDS, LLC (“Rodan + Fields” or “Petitioner”), a limited liability company organized and existing under the laws of Delaware with a principal place of business at 60 Spear Street, Suite 600, San Francisco, CA 94105, believes that it has been and will continue to be damaged by the continued registration of the trademark shown in Registration No. 5,177,481 for certain goods in Classes 5 and 10, and hereby petitions to cancel the same.

As grounds for its petition for cancellation, Petitioner alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Rodan + Fields manufactures, distributes, and sells in interstate and international commerce a broad line of premium skincare products.
2. For more than 15 years, Rodan + Fields has been developing and marketing a range of skincare and beauty products to address anti-aging and other skin concerns. Rodan +

Fields' products include, but are not limited to, cleansers, exfoliators, toners, masks, creams, serums, moisturizers, treatments, sunscreens, eye creams, sunless tanners, lip balms, beauty supplements, lash serums, and derma-rollers.

3. Rodan + Fields has been recognized as one of the best skincare brands in the United States. In 2019, *Euromonitor International Ltd.* ranked Rodan + Fields as the number one skincare brand in the United States in 2016, 2017 and 2018¹, and the number one skincare brand in North America in 2018.² Attached as **Exhibit 1** is a printout from *Euromonitor International Ltd.*'s website listing Rodan + Fields' rankings.

4. Rodan + Fields offers skincare regimens under different product lines, each of which is targeted to address specific skin concerns. One of Rodan + Fields' skincare regimens is branded under the REVERSE™ trademark. Rodan + Fields' REVERSE product line includes medicated and non-medicated skincare products that address skin discoloration, including a cleanser, toner, brightening or lightening complex, and sunscreen.

5. Since at least as early as April 1, 2005, Rodan + Fields has extensively promoted, marketed, advertised, distributed, and sold skincare products under the common law REVERSE trademark nationwide (hereinafter, the "REVERSE Mark"). Images showing representative use of Rodan + Fields' REVERSE Mark follow immediately below and are included in **Exhibit 2**:

¹ Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels; Skin Care includes Sets and Kits; US, USA, United States, United States of America; Rodan & Fields, Rodan + Fields.

² Source Euromonitor International Limited; Beauty and Personal Care 2019 Edition, retail value RSP terms; all channels; Skin Care includes Set and Kits; retail value RSP terms. North America defined as Canada and the United States

REVERSE REGIMENS

Address skin discoloration with a four-step, Multi-Med Therapy Regimen to either **BRIGHTEN** dull skin or **LIGHTEN** dark spots.



REVERSE BRIGHTENING REGIMEN FOR THE APPEARANCE OF SKIN DULLNESS, DISCOLORATION AND UNEVEN SKIN TONE



Item Number RVRGG01

Retail \$190.00

Multi-Med® Therapy Regimen to brighten and visibly improve skin tone and texture.

ADD TO BAG

REVERSE™ Lightening Regimen includes:

REVERSE Deep Exfoliating Wash (125 mL / 4.2 Fl.Oz. U.S.)

REVERSE Skin Lightening Toner (125mL / 4.2 Fl.Oz. U.S.)

REVERSE Skin Lightening Treatment (50 mL / 1.7 Fl.Oz. U.S.)

REVERSE Broad Spectrum SPF 50+ Sunscreen (50 mL / 1.7 Fl.Oz. U.S.)

WHERE DOES YOUR SKIN FALL ON THE DISCOLORATION SPECTRUM?

What begins as dull, uneven skin tone can progress into stubborn dark marks, patches and age spots over time.

This progression is influenced by your age, ethnicity, repeated exposure to the sun and hormonal factors.

Now we have two REVERSE™ Regimens to combat your main concern, no matter where your skin falls on the discoloration spectrum. Choose the right Regimen for you.



6. Rodan + Fields has expended and continues to expend substantial time, money, and effort into marketing and producing a successful skincare line under its REVERSE Mark. In fact, Rodan + Fields' REVERSE products have been recognized as some of the top beauty products in the market. For example, in 2014, TotalBeauty.com named Rodan + Fields' REVERSE regimen as the Best Dark Spot Corrector. In the same year, Rodan + Fields' entire REVERSE regimen was awarded the Editor's Pick Honorable Mention for Breakthrough Product. Attached as **Exhibit 3** is a printout from Total Beauty's website naming Rodan + Fields'

REVERSE regimen the Best Dark Spot Corrector, and the REVERSE regimen the Editor's Pick Honorable Mention for Breakthrough Product. More recently, on June 17, 2019, PopSugar Beauty named the REVERSE Radiance Mask one of the Best Skincare Products of June 2019. Attached as **Exhibit 4** is a printout from PopSugar Beauty's website naming the REVERSE Radiance Mask among the top skincare products of June 2019.

7. As a result of Rodan + Fields' extensive advertising, promotion, and use of the REVERSE Mark in connection with a variety of skincare products, the REVERSE Mark has acquired enormous goodwill and has come to be identified immediately and exclusively with Rodan + Fields as the source of the goods.

8. Notwithstanding Rodan + Fields' prior common law trademark rights, and well after Rodan + Fields' REVERSE Mark had become distinctive, on December 16, 2015, Registrant SC Skincare LLC filed Application Serial No. 86/851,706 to register the mark SKINCLINICAL REVERSE ("Respondent's Mark"). On April 4, 2017, Respondent obtained Registration No. 5,177,481 for Respondent's Mark for goods in Classes 5 and 10 ("Respondent's Registration").

9. Rodan + Fields hereby petitions to cancel the registration of Respondent's Mark in connection with the Classes 5 and 10 goods identified in Respondent's Registration (the "Disputed Goods"):

Class 5: Medicated lotions for treating dermatological conditions

Class 10: Hand held battery operated and electrical devices for personal use for facial rejuvenation and toning and skin care

10. Rodan + Fields is timely filing this Petition for Cancellation.

11. There is no issue as to priority. Rodan + Fields began using the REVERSE Mark in commerce at least as early as April 1, 2005, well prior to Respondent's filing date and the first

use of Respondent's Mark.

12. Consumers encountering Respondent's Mark, particularly in connection with the Disputed Goods, would be likely to associate the mark with Rodan + Fields. Specifically, Respondent's Mark incorporates in its entirety Rodan + Fields' REVERSE Mark. The additional non-distinctive term "SKINCLINICAL" does not meaningfully distinguish Respondent's Mark. Viewed as a whole, Respondent's Mark is very similar to Rodan + Fields' REVERSE Mark in appearance, sound, connotation, and overall commercial impression.

13. Moreover, Respondent's Registration very broadly identifies "medicated lotions for treating dermatological conditions" and "hand held battery operated and electrical devices for personal use for facial rejuvenation and toning and skin care," which are identical and/or very closely related to goods Rodan + Fields has long offered and provided in connection with its REVERSE Mark.

14. In light of Rodan + Fields' longstanding use of the REVERSE Mark in connection with identical and highly related goods, consumers encountering Respondent's Mark would be likely to believe that the Disputed Goods offered under Respondent's Mark are associated with, or approved, endorsed, or provided by Rodan + Fields.

15. Lending further support to a finding of a likelihood of consumer confusion is the fact that the Disputed Goods are not limited to any particular channel of trade, and, therefore, it may be presumed that the Disputed Goods are and will be offered through the same channels of trade as Rodan + Fields' goods.

16. Rodan + Fields will be damaged by the continued registration of Respondent's Mark because the United States and Patent Trademark Office cited Respondent's Registration as grounds for refusing registration of U.S. Serial No. 87/112,198 ("REVERSE") because its mark

created a likelihood of confusion under Section 2(d) of the Trademark Act.

17. The continued registration of Respondent's Mark in connection with the Disputed Goods will also cause damage to Rodan + Fields because Respondent's Mark so closely resembles the REVERSE Mark as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of the Disputed Goods or the affiliation between Respondent and Rodan + Fields, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, if consumers have complaints about the Disputed Goods offered under Respondent's Mark (such as inferior quality) and believe those goods are associated with Rodan + Fields, Rodan + Fields would suffer injury to its reputation.

18. If Respondent is permitted to maintain Respondent's Registration, its *prima facie* exclusive right to use Respondent's Mark in connection with the Disputed Goods would be a source of continued damage and injury to Rodan + Fields.

19. As an alternative ground for cancellation, Rodan + Fields alleges on information and belief that Registrant discontinued use of the SKINCLINICAL REVERSE Mark for all of the goods identified in Registration No. 5,177,481.

20. Attached as **Exhibit 5** and copied below are the images that now appear at Respondent's website (<https://skinclinical.com/collections/texture-tone/products/collagen-serum>). The "anti-aging therapy device" is no longer offered for sale by Registrant at the website (<https://skinclinical.com>). It appears from this Web Page, as compared to the Specimen of Use submitted by Respondent, that the SKINCLINICAL REVERSE Mark that is the subject of Registration No. 5,177,841 is no longer being used for the goods specified in Registration No. 5,177,841. Instead, Respondent appears to be using the mark SKINCLINICAL to designate the source of the Disputed Goods.



21. On information and belief, based on the facts and allegations set forth above, Respondent has discontinued use of the SKINCLINICAL REVERSE mark for all of the goods identified in Respondent's Registration.

22. On information and belief, based on the facts and allegations set forth above, Respondent does not intend to resume use of the SKINCLINICAL REVERSE mark in commerce for any of the goods identified in the Registration.

23. On information and belief, based on the facts and allegations set forth above, Respondent's SKINCLINICAL REVERSE mark which is the subject of Respondent's Registration has been abandoned.

WHEREFORE, Petitioner requests that Respondent's Registration be cancelled in its entirety.

The fee in the amount of \$800.00 for cancellation of a registration in two classes is filed herewith. If for any reason this amount is insufficient, it is requested that Rodan + Fields' attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: July 1, 2019

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/Calla Yee

Two Embarcadero Center
Suite 1900
San Francisco, CA 94111

Telephone: (415) 273-4791
Facsimile: (415) 594-0877

*Attorneys for Petitioner
Rodan & Fields, LLC*

In the Matter of Registration No. 5,177,481
For the mark: **SKINCLINICAL REVERSE**
Filed: December 16, 2015
Published: May 10, 2016
Registered: April 4, 2017

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RODAN & FIELDS, LLC,	:	Cancellation No.
	:	
Opposer,	:	
	:	
v.	:	<u>PETITION FOR CANCELLATION</u>
	:	<u>OF REGISTRATION</u>
	:	
SC Skincare, LLC	:	
	:	
	:	
Registrant.	:	
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I hereby certify that a true copy of the foregoing PETITION FOR CANCELLATION OF REGISTRATION is being filed electronically with the TTAB via ESTTA on this day, July 1, 2019.

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EXHIBIT 1



HOME > ABOUT US > RODAN + FIELDS

RODAN + FIELDS

THE FOLLOWING CLAIMS MADE BY RODAN + FIELDS HAVE BEEN VERIFIED BY EUROMONITOR INTERNATIONAL

Each individual claim has been certified using a specific methodology designed by Euromonitor and is described in the Methodology portion of following each claim. Each claim is valid only in conjunction with the approved footnote, and only in the approved language found below.

2018 CLAIMS

CLAIM: "RODAN + FIELDS* IS THE #1 FASTEST GROWING SKIN CARE BRAND IN THE US* SINCE 2010."

"Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition; top 15 fastest growing brands captured in shares over US \$250 million; all channels; Skin Care includes Sets and Kits; retail value RSP terms; US, USA, United States, United States of America; Rodan and Fields, Rodan & Fields, Rodan + Fields."

CLAIM: "RODAN + FIELDS* IS #1 SKIN CARE BRAND IN THE US* CONSECUTIVELY IN THE LAST TWO YEARS."

"Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Skin Care includes Sets and Kits; the last two years refers to 2016 and 2017; US, USA, United States, United States of America; Rodan & Fields, Rodan + Fields."

CLAIM: "RODAN + FIELDS* IS THE #1 SKIN CARE BRAND IN NORTH AMERICA IN 2017."

"Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels, Skin Care includes Sets and Kits; North America defined as Canada and the United States; Rodan and Fields, Rodan & Fields, Rodan + Fields."

CLAIM: "RODAN + FIELDS* IS THE #1 PREMIUM SKIN CARE BRAND IN THE US* IN 2017."

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*US, USA, United States, United States of America

"Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels, Premium Skin Care includes Sets and Kits."

CLAIM: "RODAN + FIELDS IS THE #1 FASTEST GROWING BEAUTY AND PERSONAL CARE BRAND IN THE US IN 2017."

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*US, USA, United States, United States of America

“Source Euromonitor International Limited; covering entire product category including sets and kits, the fastest growth amongst the top 397 brands captured in sales; retail value RSP terms; all channels; 2017 data extracted from internal Beauty and Personal Care system on March 15, 2018; claim effective starting April 16, 2018.”

CLAIM: “RODAN + FIELDS* IS THE #1 SKIN CARE BRAND IN THE US* IN 2017.”

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels, Skin Care includes Sets and Kits; US, USA, United States, United States of America; Rodan and Fields, Rodan & Fields, Rodan + Fields.”

CLAIM: “RODAN + FIELDS* IS #1 SKIN CARE BRAND IN THE US* IN 2016 AND 2017.”

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Skin Care includes Sets and Kits; US, USA, United States, United States of America; Rodan & Fields, Rodan + Fields.”

CLAIM: "RODAN + FIELDS* IS THE #1 PREMIUM ACNE BRAND IN THE US* IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*US, USA, United States, United States of America

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.”

CLAIM: "RODAN + FIELDS* IS THE #1 PREMIUM ACNE BRAND ACROSS CANADA AND THE US* IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*US, USA, United States, United States of America

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.”

CLAIM: "RODAN + FIELDS* IS THE #1 ANTI-AGING BRAND ACROSS CANADA AND THE US* IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*US, USA, United States, United States of America

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Anti-Aging including Anti-Aging products sold as part of Sets and Kits.”

CLAIM: "RODAN + FIELDS* IS THE #1 ANTI-AGING BRAND IN THE US* IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

*United States, U.S., United States of America

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Anti-Aging including Anti-Aging products sold as part of Sets and Kits.”

CLAIM: "RODAN + FIELDS* IS THE #1 PREMIUM ACNE BRAND IN CANADA IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition, retail value RSP terms; all channels; Premium Acne Treatments including Acne Treatments sold as part of Sets and Kits.”

CLAIM: “RODAN + FIELDS* IS THE #1 FASTEST GROWING SKIN CARE BRAND IN CANADA IN 2017.”

*Rodan and Fields, Rodan & Fields, Rodan + Fields

“Source Euromonitor International Limited; Beauty and Personal Care 2018 Edition; top 15 fastest growing brands captured in shares over US\$3 million ; all channels; Skin Care includes Sets and Kits; retail value RSP terms.”



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EXHIBIT 2



WHERE DOES YOUR SKIN FALL ON THE DISCOLORATION SPECTRUM?

What begins as dull, uneven skin tone can progress into stubborn dark marks, patches and age spots over time. This progression is influenced by your age, ethnicity, repeated exposure to the sun and hormonal factors.

Now we have two REVERSE™ Regimens to combat your main concern, no matter where your skin falls on the discoloration spectrum. Choose the right Regimen for you.



skinbrightening spotlightening

FOR THE APPEARANCE OF DULLNESS AND UNEVEN SKIN TONE



REVERSE BRIGHTENING REGIMEN

Dull skin? Uneven skin tone? Sun exposure and the environment play a big part in creating dull, prematurely aging skin.

The Retinol and Vitamin C found in Step 3 will combat these signs of aging and visibly brighten your skin.

SHOP NOW

real people. real results.
REVERSE BRIGHTENING REGIMEN



CONSUMER RESULTS*

Percentage of participants who saw:



*Based on an 8-week independent U.S. consumer study of 25 participants. Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

FOR THE APPEARANCE OF STUBBORN DARK MARKS, PATCHES AND AGE SPOTS



REVERSE LIGHTENING REGIMEN

Discoloration manifests itself as stubborn dark marks, patches and age spots depending on your age, ethnicity and hormonal factors.

Highly effective 2% Hydroquinone helps subtract discoloration to equal more radiant, younger-looking skin.

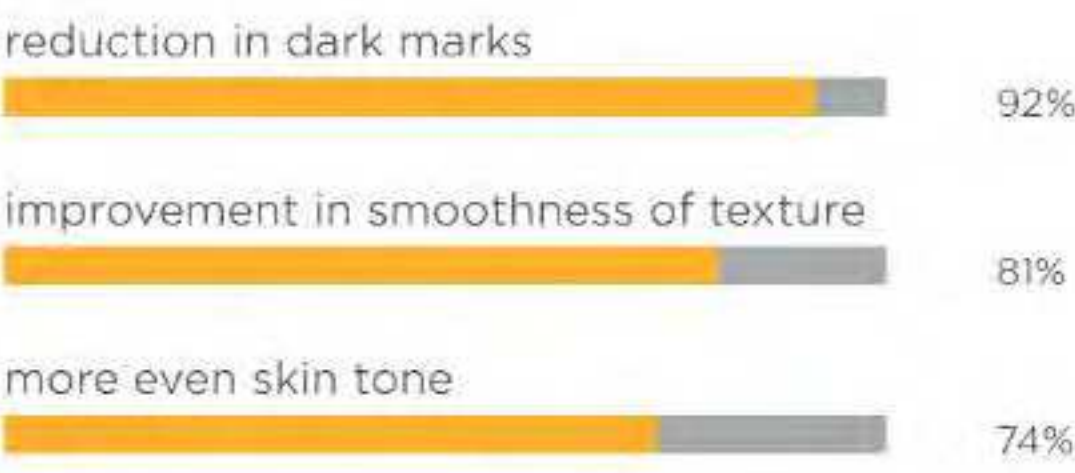
SHOP NOW

real people. real results.
REVERSE LIGHTENING REGIMEN



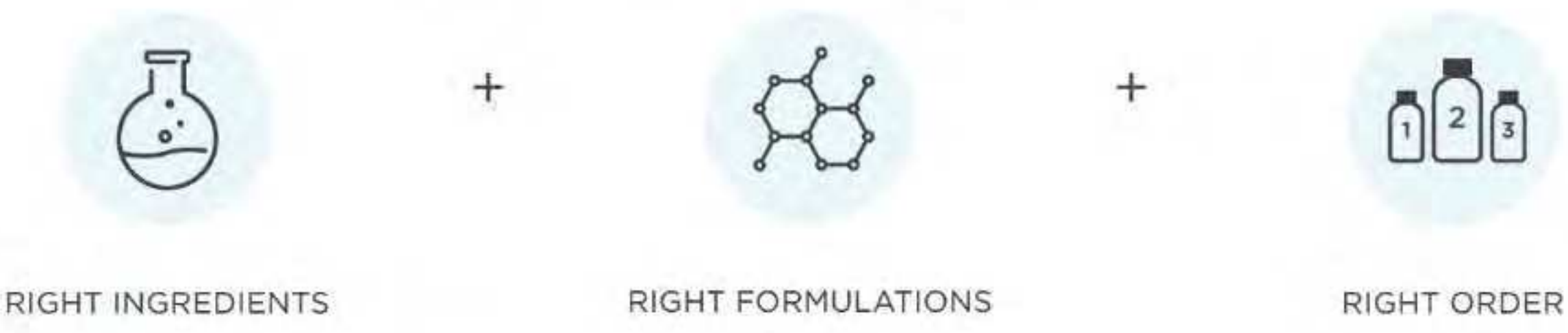
CLINICAL AND CONSUMER RESULTS*

Percentage of participants who saw:



*Based on an 8-week independent U.S. consumer study of 27 participants. Results may vary depending on multiple factors: age, gender, skin type and condition, concomitant products used, health history, location, lifestyle and diet.

EXPERIENCE CUSTOM SKINCARE



Receive a custom skincare recommendation based on the Doctors' Multi-Med® Therapy, plus ongoing support when you connect with an R+F Consultant.

FIND A CONSULTANT

Contact Us

RF Connection

Derm RF

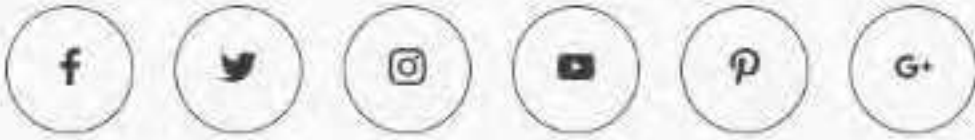
Press Room

Accessibility

Careers

Ingredients

life-changing
SKINCARE



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California Supply Chains Act

REVERSE REGIMENS

Address skin discoloration with a four-step, Multi-Med Therapy Regimen to either **BRIGHTEN** dull skin or **LIGHTEN** dark spots.



REVERSE Brightening Regimen for the Appearance of Skin...

Multi-Med® Therapy Regimen to brighten and visibly improve skin tone and texture. [Read More](#)

Retail \$190.00

ADD TO BAG



REVERSE Lightening Regimen for the Appearance of Stubborn Da...

Multi-Med® Therapy Regimen to visibly reverse sun damage for a luminous complexion. [Read More](#)

Retail \$190.00

ADD TO BAG



REVERSE Brightening + Lash Boost Special

Clean the slate and see noticeably brighter and more even-toned skin while rocking the lashes you lo...

Retail \$272.00

ADD TO BAG



REVERSE Lightening + Lash Boost Special

Clean the slate and get the lashes you long for with the REVERSE™ Lightening Regimen + Lash Boost. Sp... [Read More](#)

Retail \$272.00

ADD TO BAG



REVERSE Brightening AMP It Up Special

Firmer and smoother results are a few rolls away with the REVERSE AMP It Up Special. [Read More](#)

Retail \$328.00

ADD TO BAG



ACUTE CARE REVERSE Brightening Special

REDEFINE ACUTE CARE™ Skincare for Expression Lines targets expression lines with proprietary Liquid... [Read More](#)

Retail \$327.00

ADD TO BAG



ACUTE CARE REVERSE Lightening Special

REDEFINE ACUTE CARE™ Skincare for Expression Lines targets expression lines with proprietary Liquid... [Read More](#)

Retail \$327.00

ADD TO BAG



REVERSE Deep Exfoliating Wash

Exfoliating cleanser polishes away dullness to reveal refreshed, brighter-looking skin. [Read More](#)

Retail \$43.00

ADD TO BAG



REVERSE Intensive Brightening Toner

Face toner evens out the appearance of skin discoloration to reveal a more radiant complexion. [Read More](#)

Retail \$48.00

ADD TO BAG



REVERSE Skin Lightening Toner

Skin-lightening face toner targets persistent discoloration to even out skin tone. [Read More](#)

Retail \$48.00

ADD TO BAG



REVERSE Dual Active Brightening Complex

Dual-action brightening system targets skin discoloration while improving the appearance of wrinkles. [Read More](#)

Retail \$99.00

ADD TO BAG



REVERSE Skin Lightening Treatment

A highly effective skin-lightening treatment that targets dark spots and uneven skin tone. [Read More](#)

Retail \$99.00

ADD TO BAG



REVERSE Broad Spectrum SPF 50+ Sunscreen

Face sunscreen protects skin and visibly decelerates early signs of aging. [Read More](#)

Retail \$42.00

ADD TO BAG

life-changing SKINCARE

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Ingredients



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REVERSE LIGHTENING REGIMEN FOR THE APPEARANCE OF STUBBORN DARK MARKS, PATCHES AND AGE SPOTS

Item Number RVRG001

Retail \$190.00

Multi-Med® Therapy Regimen to visibly reverse sun damage for a luminous complexion

ADD TO BAG

PC PERKS

Subscribe + Save 10%* on this order

*Preferred Customer pricing offers up to, and in some cases more than, a 10% discount off retail price.

DESCRIPTION	RESULTS	USAGE NOTES	INGREDIENTS	FAQS
<p>Real Results</p> <p>Diminish stubborn dark marks, patches and age spots with this four-step skincare routine, our best treatment for persistent skin discoloration.</p> <p>Potent Ingredients</p> <ul style="list-style-type: none">• Deep Exfoliating Wash: Alpha-hydroxy Acids in our cleanser exfoliate dead skin cells and polish away dullness.• Skin Lightening Toner: 2% Hydroquinone gradually fades persistent skin discoloration and excessive pigmentation, while Kojic Acid and Salicylic Acid brighten and visibly even skin tone.• Skin Lightening Treatment: Our skin lightening cream also features 2% Hydroquinone to target excessive pigmentation and gradually fade stubborn age spots and skin discoloration, including post-pregnancy dark marks• Broad Spectrum SPF 50+ Sunscreen: Our sunscreen for the face features SHIELD^{RF}, a unique complex of stabilized Avobenzone to protect the skin from sun damage, which can lead to dullness and skin discoloration <p>REVERSE™ Lightening Regimen includes:</p> <p>REVERSE Deep Exfoliating Wash (125 mL / 4.2 Fl.Oz. U.S.)</p> <p>REVERSE Skin Lightening Toner (125mL / 4.2 Fl.Oz. U.S.)</p> <p>REVERSE Skin Lightening Treatment (50 mL / 1.7 Fl.Oz. U.S.)</p> <p>REVERSE Broad Spectrum SPF 50+ Sunscreen (50 mL / 1.7 Fl.Oz. U.S.)</p> <p>For California customers:</p> <p> WARNING: This product can expose you to chemicals including Benzophenone, which is known to the State of California to cause cancer. For more information go to www.p65warnings.ca.gov.</p>				

YOU MAY ALSO ENJOY THESE PRODUCTS

Active Hydration Bright Eye Complex

ESSENTIALS Gauze Pads

EXHIBIT 3



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AND THE OFFICIAL 5TH ANNUAL TOTALBEAUTY.COM WINNERS ARE...

For months, we powdered, dabbed and scrubbed our way through thousands of beauty products -- all to find the best new makeup, face, body and hair products to hit the shelves this past year. While we narrowed down our favorites to name this year's Editors' Picks, we invited you -- our amazing readers and tireless beauty sleuths -- to vote for your true blue beauty staples for our Readers' Choice award. Now it's (finally!) time to present the best of the best and name the 2014 winner. Here they are below -- our (and soon-to-be your) newest beauty product obsessions.

SELECT CATEGORY



ACNE SPOT TREATMENT	+
ACNE TREATMENT	+
ANTI-AGING SERUM	+
BREAKTHROUGH PRODUCT	-
<div> <div> <p>EDITORS' PICK DOVE DERMASERIES</p> <p>Those with eczema or ultrasensitive skin, rejoice: This product line is formulated to comfort easily irritated skin.</p> </div> <div> <p>READERS' CHOICE SKINCEUTICALS ADVANCED PIGMENT CORRECTOR</p> <p>This is one of the best products I've tried in a long time for my skin. It has brightened my skin tone, taken away some subtle spots on my face that were not coming off with Renova/Tretinoin creams. This is an exceptional product and I will purchase it again. This gets an A++ from me! My skin glows from it.</p> </div> </div>	
HONORABLE MENTIONS ▲	
<div> <div> <p>EDITORS' PICK HONORABLE MENTION RODAN + FIELDS REVERSE REGIMEN</p> <p>This four-step regimen takes commitment, but it seriously wipes out dark spots and other sun damage.</p> </div> <div> <p>READERS' CHOICE HONORABLE MENTION LIFELINE EYE FIRMING COMPLEX</p> <p>This is, hands down, the best eye cream I have ever used. At \$97 a bottle, it is STILL worth the price - if you are that concerned about your eyes, that is. It helps drastically with under-eye circles and tightens under the eyes a great deal. No more sagging eyelids!</p> </div> </div>	



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DARK SPOT CORRECTOR



EDITORS' PICK

RODAN + FIELDS
REVERSE REGIMEN

This four-step regimen takes commitment, but it seriously wipes out dark spots and other sun damage.



READERS' CHOICE

KIEHL'S CLEARLY
CORRECTIVE DARK SPOT
SOLUTION

This works wonders on dark spots ... probably better than any other dark spot corrector that I have used in the past. It feels light on your skin, isn't super heavy and absorbs quickly so you can apply moisturizer immediately after.



HONORABLE MENTIONS ▲

EDITORS' PICK HONORABLE MENTION

YES TO GRAPEFRUIT DARK SPOT CORRECTING
SERUM

A dark spot treatment that really works. This drugstore standout noticeably fades dark spots in a few weeks.



READERS' CHOICE HONORABLE MENTION

SHISEIDO WHITE LUCENT INTENSIVE SPOT
TARGETING SERUM+

After reading a lot of good reviews, I finally bought this product and voila! People have noticed the difference in my skin in just two days!! Isn't that pretty awesome?



EXFOLIANT



EYE CREAM



FACE OIL



FACE SUNSCREEN



FOAM CLEANSER



GADGET



LIP TREATMENT



MAKEUP REMOVER



MASK



MICRODERM / PEEL



MOISTURIZER



MOISTURIZER WITH SPF



NIGHT CREAM



TEETH WHITENER



TONER



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June 17, 2019 by [Kelsey Castañon](#)

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Rodan and Fields Reverse Radiance Mask

"The [Reverse Radiance Mask](#) (\$60) is literally the gold standard of masking. The thick, gold goo smells clean with hints of citrus, and glides onto skin easily. With its blend of gentle exfoliators, my skin has looked glowier and more even — in just 10 minutes." — JC



Reverse Radiance Mask

\$60

from rodanandfields.com

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EXHIBIT 5

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1 ▴



● ANTI-AGING

Collagen Serum

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SkinClinical Collagen Serum is proven to improve the

leading to most people seeing results in as early as 4-weeks. This formula promotes collagen formation by stimulating skin's elasticity and thickness are improved, resulting in healthy- and younger-looking skin.

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\$38.00

1

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How to Use: Apply a small amount to face and neck as part of a daily skincare routine. SkinClinical Collagen Serum can be used on its own, or applied after using the Reverse Anti-Aging Light Therapy device.

See more:

[How It Works](#)[Clinically Proven](#)[Ingredients](#)[Reviews](#)

9 out of 10 women said SkinClinical Collagen Serum

- Made their skin feel 5-10 years younger
- Visibly improved the look and feel of skin
- Made their thinning skin more manageable

How It Works

At the center of this formula is a patented plant extract that has been proven in research conducted by the National Institutes of Health (NIH). According to its research, the NIH found that this active ingredient:

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ACTIVITY

INCREASES SKIN ELASTICITY AND THICKNESS

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\$38.00

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IMPROVES OVERALL SKIN APPEARANCE

Clinical studies to understand the active ingredient in Collagen Serum and its benefits for skin health were funded by the NIH, the nation’s medical research agency. NIH very selectively funds research which it deems has groundbreaking potential to improve the public’s health.

Clinically Proven

SkinClinical Collagen Serum was tested by IRSI, one of the most respected clinical test providers in the skincare industry. In this clinical trial, within 8 weeks:



Ingredients

... **...**ol, Dimethicone Crosspolymer,

\$38.00

1 ^

 NO FRAGRANCES

 NO PARABENS

 NO DYES

 NO STEROIDS

 NO ANIMAL TESTING

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