

Your Business. Your Way. Ready to Enroll?

New Consultants who enroll through November 30 will receive a FREE Limited-edition Holiday Volumizing Hand Cream (\$45 value). The perfect extra gift for anyone on your list, including yourself!

See [Terms & Conditions](#)

[JOIN NOW](#)



FREE VOLUMIZING HAND CREAM — \$45 VALUE!

FREE VOLUMIZING HAND CREAM — \$45 VALUE!

FREE VOLUMIZING HAND CREAM — \$45 VALUE!

Make It Yours



Innovation is Our Catalyst for Growth

We consistently push the category forward with our advanced, proprietary technologies + innovations that have won over 20+ awards and counting.

[R+F By The Numbers](#)



30 Years of Derm Expertise

World-renowned dermatologists, Dr. Katie Rodan + Dr. Kathy Fields' ambition has addressed a variety of dermatology concerns + transformed the lives of millions of people.

[The R+F Difference](#)



Real Stories, Real Results

Our transformative results aren't just tested in the lab but are tested in the real world by the millions of people who now love their skin + hair.

[Before and Afters](#)



Get Started in 3 Simple Steps

It's all up to you! Start a flexible business on your schedule and your terms, with a built-in community + expert support. This is your business, your goals, so you decide the level of effort you put in and do it your way.

Step One

Buy your Business Starter Pack: launch your business with a one-time fee of only \$75!

[Join Now](#)

Step Two

Order your optional VIP Box for New Consultants and try our most popular R+F products with deep savings off retail pricing.

Step Three

Download the PULSE by Penny app and access tools + support to start sharing your business today.

Our Community



“Our goal is to be the fastest growing billion-dollar direct selling company on the planet.”

• Dimitri Haloulous, Chief Executive Officer



“R+F is bringing everything they know about skincare to the haircare space — that sets me up to grow my business.”

• Ruth Rodriguez, Independent Consultant



“This gave me the freedom to find myself again. I'm not the 9-5 Miki, I can be myself all day.”

• Miki Roberts, Independent Consultant

Want to learn more?

What are the advantages of becoming an Independent Consultant for Rodan + Fields?

If you want the best-looking skin and hair of your life, connections to inspiring people, personal development, a flexible schedule and your own business in the billion-dollar skincare industry, R+F may be the opportunity for you. As R+F develops more innovations and expands globally, you can be a part of our future growth by becoming an Independent Consultant.

As an R+F Independent Consultant, how do I share R+F with others?

How much can I potentially earn by selling R+F Products?

What is PULSE by Penny?

What are the differences between PULSE by Penny Basic and Pro?

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack?


What is CRP?


What's the VIP Box?

What if I have an account management question?


[SEE LESS](#)

Want to learn more?


What are the advantages of becoming an Independent Consultant for Rodan + Fields? 


As an R+F Independent Consultant, how do I share R+F with others? 


R+F Consultants can potentially find success by following the steps of the Simple Sharing System to invite their friends and family to obtain customized product recommendations through our Solution Tool to get them started on their skin and hair goals.


How much can I potentially earn by selling R+F Products? 


What is PULSE by Penny? 

What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 


What is CRP? 


What's the VIP Box? 


What if I have an account management question? 

SEE LESS

Want to learn more?

What are the advantages of becoming an Independent Consultant for Rodan + Fields? 


As an R+F Independent Consultant, how do I share R+F with others? 


How much can I potentially earn by selling R+F Products? 


At Rodan + Fields, you make your own schedule. It is your business, your way. You have the opportunity to earn up to 28% commissions from selling the R+F products you love + the opportunity to earn more by mentoring others to sell too.


For full information on typical earnings by R+F paid Consultants please see the [R+F Income Disclosure Statement](#).


What is PULSE by Penny? 

What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 


What is CRP? 


What's the VIP Box? 


What if I have an account management question? 

SEE LESS

Want to learn more?

What are the advantages of becoming an Independent Consultant for Rodan + Fields? 

As an R+F Independent Consultant, how do I share R+F with others? 

How much can I potentially earn by selling R+F Products? 


What is PULSE by Penny? 


PULSE by Penny is your go-to-tool to help you manage and grow your business — anywhere, anytime, from any device. All Consultants have access to PULSE by Penny Basic. The Basic version does not include the suite of enhanced features found in PULSE by Penny Pro, which includes your Solution Tool link, your Personal Website, advanced reports and social media content.


For the monthly price of \$24.95 plus applicable taxes, you can subscribe to PULSE by Penny Pro to unlock these enhanced features. For more information on PULSE by Penny, please see the [PULSE by Penny Terms and Conditions](#).


Currently, all new Consultants will receive PULSE by Penny Pro in their Business Starter Pack for a limited-time period consisting of their enrollment month + the next full three months.

What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 

What is CRP? 

What's the VIP Box? 

What if I have an account management question? 

Want to learn more?

What are the advantages of becoming an Independent Consultant for Rodan + Fields? ∨

As an R+F Independent Consultant, how do I share R+F with others? ∨

How much can I potentially earn by selling R+F Products? ∨

What is PULSE by Penny? ∨

What are the differences between PULSE by Penny Basic and Pro? ∨

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? ∨

What is CRP? ∨

What's the VIP Box? ∨

What if I have an account management question? ∧

Log into PULSE by Penny to manage your account or contact Customer Care:



Email Us

salesupport@rodanandfields.com




Call Us


(415) 273-8000




Monday through Friday 6 a.m. - 6 p.m. PST
Saturday & Sunday 8 a.m. - 5 p.m. PST


Want to learn more?

What are the advantages of becoming an Independent Consultant for Rodan + Fields? 

As an R+F Independent Consultant, how do I share R+F with others? 

How much can I potentially earn by selling R+F Products? 

What is PULSE by Penny? 


What are the differences between PULSE by Penny Basic and Pro? 


All Consultants receive complimentary access to PULSE by Penny Basic to complete their business-building needs, such as checking on upcoming orders, viewing their team's progress and getting a high-level dashboard of their personal performance. With PULSE by Penny Pro, you also receive a suite of enhanced features, such as:

- Your Daily, where you see a list of curated tasks based on your data and momentum.
- R+F SOCIAL, an all-in-one social media tool to help you grow your network and share content about your business and products with ease.
- Free shipping on all orders of 100 Sales Volume (SV) or more.

That's just a sample of what is available with PULSE by Penny Pro. To see the full breakdown between Pro and Basic, please see the [PULSE by Penny Comparison Chart](#).


What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 


What is CRP? 


What's the VIP Box? 

What if I have an account management question? 


Want to learn more?


What are the advantages of becoming an Independent Consultant for Rodan + Fields? 

As an R+F Independent Consultant, how do I share R+F with others? 


How much can I potentially earn by selling R+F Products? 


What is PULSE by Penny? 


What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 

Included in the Business Starter Pack (BSP) is a limited-time subscription to PULSE by Penny Pro. This limited-time subscription lasts through your enrollment month + the next full three months. To see the full breakdown between Pro and Basic please see the [PULSE by Penny Comparison Chart](#).


What is CRP? 


What's the VIP Box? 


What if I have an account management question? 

SEE LESS


Want to learn more?


What are the advantages of becoming an Independent Consultant for Rodan + Fields? 


As an R+F Independent Consultant, how do I share R+F with others? 

How much can I potentially earn by selling R+F Products? 


What is PULSE by Penny? 


What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 

What is CRP? 


The Consultant Replenishment Program (CRP) is an optional program offered to Consultants to simplify the process of ordering R+F products. Subscribing to CRP means you will receive regular monthly shipments of your chosen products at your special Consultant price. Your credit card is automatically charged each time. You can easily cancel or edit your CRP order anytime.


What's the VIP Box? 


What if I have an account management question? 

SEE LESS

Want to learn more?


What are the advantages of becoming an Independent Consultant for Rodan + Fields? 


As an R+F Independent Consultant, how do I share R+F with others? 


How much can I potentially earn by selling R+F Products? 

What is PULSE by Penny? 


What are the differences between PULSE by Penny Basic and Pro? 

What is the limited-time subscription to PULSE by Penny Pro that is included with the Business Starter Pack? 

What is CRP? 

What's the VIP Box? 

The Very Important Product (VIP) Box is a one-time, optional, offer, included in the Business Starter Pack, allowing new Consultants to order personalized products at an additional savings off the Consultant price. The VIP Box offer is good for up to 60 days after enrollment. This is the best way to experience our amazing products at an incredible value.

What if I have an account management question? 

SEE LESS