



The This vs That documents will give you direction as to what can be said about our products. These documents have two different statements. The first or “This” statement is compliant. The second or “that” statement is not.

ROSE & COLE ESSENTIALS

- I Rose & Cole Essentials includes the necessary products for your skin's health **vs** Rose & Cole Essentials will make you look younger.
- I Rose & Cole Essentials has a blend of key ingredients that will provide you with a personalized solution **vs** Rose & Cole Essentials will erase your lines and wrinkles.

ROSE & COLE 360

- I Rose & Cole 360 kit includes a regiment that provides maximum protection necessary for your skin's optimal health **vs** Rose & Cole 360 will protect your skin and make you look younger, defying the aging process.
- I Rose & Cole 360 features plant-based ingredients paired with SomaTech™ transdermal technology that drives ingredients past the skin's surface to address the courses of aging **vs** Rose & Cole 360 is organic!

DEEP CLEANSE

- I Key ingredients in the Deep Cleanse balm will help remove makeup and debris and act as a barrier to protect the skin **vs** Deep Cleanse balm will create a barrier against harmful contaminants and protect your skin.
- I Key ingredients will work to reach and deeply cleanse the pores and to remove the toughest residue **vs** Deep Cleanse is the best cleansing product on the market today.
- I Rose & Cole Deep Cleanse's key ingredients provides you smooth, pure, healthy looking skin **vs** Rose & Cole Deep Cleanse will clean and wipe away wrinkles.
- I Rose & Cole Deep Cleanse balm is infused with key ingredients that provide deep cleansing, freshness and hydration **vs** Rose & Cole Deep Cleanse balm will plump and tighten the skin.

Rose & Cole cont.

CLEANSE

- I Rose & Cole Cleanse is formulated with key ingredients to help leave your face feeling clean, vibrant and refreshed **vs** Rose & Cole Cleanse will add brightness to your face and diminish the appearance of wrinkles.

PRESERVE PHOTOREACTIVE

- I Preserve Photosensitive gels have key ingredients that help optimize your skin's feel and appearance for healthy-looking, clear and protected complexion **vs** Preserve Photosensitive will fight acne clear your complexion.
- I Preserve Photosensitive is enriched with key ingredients that helps provide hydration and nourishment while protecting your skin from harsh environmental stressors **vs** Preserve Photosensitive will rejuvenate your skin and make you more youthful.

PRESERVE PHOTOREACTIVE

- I Preserve Photoreactive gels feature key ingredients and SomaTech™ technology to drive ingredients deep into your skin which optimizes your skin's feel and appearance **vs** Preserve Photoreactive gels will reduce wrinkles and tighten your skin.
- I Preserve's natural key ingredients promote enhanced youth and satin-soft radiant skin **vs** Preserve is the fountain of youth and will take you back to your 20s.

RENEW PHOTOREACTIVE

- I Key ingredients are optimized to instantly renew your skin's youthful appearance **vs** Your skin will look like it did in your 20s.

- I Key ingredients will help diminish lines and wrinkles and brighten and smooth the appearance of your skin **vs** Lines and wrinkles will wipe away.

RENEW PHOTOREACTIVE

- I Key ingredients will help diminish lines and wrinkles and brighten and smooth the appearance of your skin **vs** Lines and wrinkles will wipe away.
- I Key ingredients offer a brightening, complexion-enhancing effect for immediate and continuous anti-aging results **vs** Renew will clear up your complexion and make you look years younger.
- I Key ingredients help promote collagen production, even skin tone and reduce dull skin **vs** Renew will maximize collagen production and remove skin spots.

DEEP RENEW

- I Key ingredients gentle benefits like brightening and intense lifting **vs** Deep Renew is like getting a professional face lift.
- I Key ingredients reduce the appearance of dark spots and discoloration **vs** Dark spots will vanish.

EYE REVIVE

- I Key ingredients maximize protection and rejuvenation to critical areas of the skin around the eyes **vs** Eye Revive will remove dark spots around the eyes.
- I Key ingredients help nourish the skin and softens fine lines and wrinkles **vs** Eye Revive will remove fine lines and wrinkles, especially the "crows feet".