

Rodan + Fields Skin Care Plans Convention in Atlanta - September 2014

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Rodan + Fields Meeting Nashville

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(Newswire.net -- January 20, 2014) Nashville, TN -- Rodan + Fields Skin Care Plans 2014 Convention in Atlanta, GA September 11-13, 2014 just as the Rodan + Fields Meeting and Conference at the Gaylord Opryland Resort & Convention Center in Nashville wraps up.

Rodan + Fields is a rapidly growing skin care company. The company was founded in 2002 by Dr. Katie Rodan and Dr. Kathy Fields. Dr. Katie Rodan and Dr. Kathy Fields are the creators of Proactiv.

When Rodan + Fields was first launched, the company was interested in high-end retail and thought that was the place to be. However, very quickly they found out that what really what made them successful at retail was word of mouth about their skin care products. In the retail stores, Rodan + Fields performance was very good and Rodan + Fields was amongst the top three clinical skin care brands in retail, in the stores they were in, but the doctors had a bigger vision for the company. They wanted to move to a different channel of distribution that would really provide the doctors the ability to touch the consumers.

As they started looking, the place that made the most sense for them was the direct sales market. So they changed their sales model, moving it out of the high end department stores and into the direct sales model in 2008. Since that time, Rodan + Fields has built a network of 50,000 consultants.

Overall, the company generated close to \$200 million in revenue in 2013. Rodan + Fields grew from \$3 million to \$60 million right through the recession years. What mainly grew the sales was the network marketing model because a lot of people were looking for an alternative to corporate America and the lay-offs.

By combining the market opportunity of anti-aging and the skin care business opportunity with technology, a tremendous marketing opportunity was created for the company and for the thousands of independent consultants that sell the Rodan + Fields skin care product lines. It turns out that the skin care business was recession proof during those tough recession years.

Rodan + Fields continues to add new independent skin care consultants at a rapid pace because the skin care market is so large and there is a great need to fill that market with their high quality skin care products.

The best consultants seem to come from all walks of life. The one common factor however, is that certain people have a "why," they have a reason that really drives them to be successful, these are independent business owners, and they enjoy freedom to determine and pursue their own successes.

The trends in skin care today show that the 20-year-olds are as concerned about their aging and as interested in taking care of their skin as 50-year-olds and even more so, in some cases, than 60-year-olds. There is an appreciation that if you start taking care of your skin when you are younger, it's going to go the distance for you more effectively. If you are older, you still want beautiful skin and you should have it... and now you can.

We spoke to several people at the recent Nashville Convention and the excitement for the company, it's product, and the market opportunity was at an extremely high level.

If the Convention meeting that was just held in Nashville was any indication of the energy and success of Rodan + Fields consultants it seems that the coming years will be very good to Rodan + Fields and their Consultants.

For more information on the Rodan + Fields Skin Care line or information on how to become an Independent Skin Care Consultant you can contact Rodan + Fields at their company website www.RodanandFields.com .

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