

proactiv.

Your  
**intro**  
to being a proactiv  
**influencer**



proactiv.



# Table of contents

1

Welcome

2

The proactiv difference

3

Our history

4-5

Our products

6

The proof

7

Let's partner



**Welcome,  
come join us!**

Hi there,

We're so excited about this potential partnership! Thanks for taking the time to browse through this look book. We hope it provides you with all the information you need about our brand and becoming part of the proactiv influencer family.

Proactiv is tried and true, and millions of teens and adults alike have trusted us to clear their skin. We hope you'll join us, too!

XO,  
the proactiv team

# The proactiv difference

We know that a consistent routine is the key to clear skin. That's why we've always been a subscription brand, so we can help you maintain your routine by delivering your skincare right to your door. Proactiv products are dermatologist tested and they're for people of all ages and skin types who are treating their acne.





# We've got history

Proactiv is America's number one acne brand, helping more than 20 million people achieve clear skin. We've accomplished a lot over the last few decades, but here's a quick snapshot of our brand.



**1999**

Proactiv's famous infomercials debuted on the small screen

**2010**

Our unique microcrystal benzoyl peroxide formula is released

**2015**

We join forces with Amazon and Ulta as authorized resellers

**2019**

Partnership with Massage Envy creates the Acne Facial Series

**1995**

Our very first skincare system, proactiv solution, hit the market

**2007**

Automatic kiosks were installed across the US, to make purchasing proactiv easier

**2013**

Proactiv+, ideal for treating more sensitive, acne-prone skin, is launched

**2017**

ProactivMD, with the first new over-the-counter acne-fighting retinoid in over 30 years, is released

# Get to know our superhero systems

Proactiv has three hero acne systems, all of which treat and fight breakouts differently.

## THE ORIGINAL

**Tried and true for  
25 years**



### proactiv solution®

The original 3-step system that helps treat acne and prevent new breakouts. It's suitable for all skin types but great for anyone with oily skin and mild to moderate breakouts.

## MOST ADVANCED

**Prescription strength,  
no RX required**



### proactivMD®

The star of this system is our powerful acne-fighting retinoid, which stops breakouts before they happen. This set helps you cleanse, treat, hydrate, and protect your skin.

## OUR GENTLEST

**The perfect solution for  
sensitive skin**



### proactiv+®

Packed with our Smart Target® technology, these products are formulated to dive directly into your pores to kill acne-causing bacteria without stripping your complexion.

# It's more than a subscription

Everyone with a proactiv subscription has access to our member site. It's a portal where our customers can get more info about the products they're using, customize their kit, manage their shipments, and shop a whole catalog of proactiv products (think moisturizers, masks, and more!) at an exclusive discount.



## Like what you see?

As an affiliate, you'll have the chance to try brand new products, before they hit the market!

# The proof is in the pictures

“I started to see that on social media I would use less editing, and I would be like, oh, **I didn’t even need to touch up my skin** that much!”

- Love S.



“My skin is a lot smoother. It’s a lot brighter, it’s a lot softer. I’m just really happy with the results... I get a lot of compliments!”

- Daniel C.

“I love ProactivMD because it’s forced me to hold myself accountable and to take care of my skin.

**ProactivMD absolutely works.”**

- Alexa P.





# Ready to seal the deal?

Here's what to expect once you've partnered with us.

# 1

## Sign up as an affiliate

Within 24 hours of signing up, we'll reach out to connect with you. Then we'll help set you up with personalized links that allow you to earn commission while you share your proactiv journey.

# 2

## Tell us about your skin

We'll learn more about you, your skincare routine and your skin goals. Then we'll send you a customized proactiv box and connect you with a skincare expert so you can get that clear skin confidence.

# 3

## Share your proactiv journey

Unbox your products, show off your progress, and share what you've learned about your skin! We encourage posting at least once a week, but every time you share is a new opportunity to earn.

# **We can't wait to work with you!**

sign up now

[proactiv.com/influencers](https://proactiv.com/influencers)

Questions? We'd love to chat!  
[partners@proactiv.com](mailto:partners@proactiv.com)