

Your journey to clear skin starts here.

Follow the steps below to maintain your routine.



Use AM & PM



Ultra-Gentle Cleanser

Wash your whole face, but avoid the eye area.

- Wet your skin and apply a generous amount all over.
- Gently massage into your skin for 1 to 2 minutes.
- Rinse thoroughly with warm (not hot!) water.



Use once, PM only



Adapalene Gel

- Use **only** one time a day, **at night**.
- Cover the entire affected area with a thin layer.*

*Read consumer information leaflet before use.



Use AM & PM



Ultra-Hydrating Moisturizer

Apply to your entire face and neck to alleviate dryness.

- When applying after Adapalene Gel, allow the treatment to dry completely before applying this moisturizer.
- Wear this on its own or under makeup.
- If going outside, be sure to wear a sunscreen SPF 30 or higher.

Want to learn more? Go to proactiv.com to create your login and access your exclusive membership portal!

Frequently asked questions.

Q: What is Adapalene Gel 0.1% Acne Treatment and what is it used for?

A: Adapalene Gel 0.1% Acne Treatment is a topical retinoid medication used to treat acne for people 12 or older. It should be used only one time a day, at night. Please refer to the Adapalene Gel 0.1% Acne Treatment product insert for more details.

Q: What are retinoids?

A: Retinoids are a type of topical medications that work by affecting the growth of your skin cells. This helps unclog pores and keep them clear, and decreases acne inflammation.

Q: How is ProactivMD® different from the other proactiv® product lines?

A: ProactivMD introduces Adapalene Gel 0.1% Acne Treatment. It's the first over-the-counter retinoid approved by FDA to treat acne. Alternatively, Proactiv Solution® and Proactiv+® contain benzoyl peroxide and/or salicylic acid, common over the counter, topical medications that help clear up acne blemishes and prevent new ones from forming. Each Proactiv system offers a different, yet effective, acne prevention solution.

Q: Why is my skin red, irritated, and dry after using Adapalene Gel?

A: These are common reactions, often called retinization. Retinization is the adjustment period while your skin becomes acclimated to Adapalene Gel. Because Adapalene is a strong topical medication, your skin might become irritated, resulting in dryness, scaling, redness, and/or burning or stinging. These symptoms usually peak about two to four weeks after you begin using Adapalene Gel, they can happen at any time depending on your skin's sensitivity. Not everyone will experience these side effects and in clinical studies, average side effects were less than mild. Using the Ultra-Hydrating Moisturizer 2-3 times a day can help relieve the dryness associated with retinization.

Q: If I experience retinization, should I stop using ProactivMD? What can I do to minimize skin irritation?

A: Stick with it! It's important to keep using Adapalene Gel daily to achieve the best possible results. Irritation usually subsides after four weeks of consistent, daily use. Be sure to apply only a thin layer once a day. Using more than once a day will not provide faster or better results, and it may worsen irritation. If your irritation persists, try using Adapalene Gel every other day and gradually increase to every day. Using the ProactivMD Ultra-Gentle Cleanser and Ultra-Hydrating Moisturizer are essential to help soothe skin by decreasing dryness and other signs of irritation. Irritation may also occur if you're using more than one topical acne product at a time. To simplify your routine and help your skin adjust, avoid using other acne actives or that products containing active acids (such as alpha hydroxy acids like glycolic acid), which may dry out skin and worsen irritation. If irritation becomes severe (overly bothersome), stop using Adapalene Gel and consult your doctor.

Q: Why is using an SPF important when using a retinoid?

A: Your skin can be more sensitive to the sun while using Adapalene Gel, so it's recommended to use an SPF of 30 or higher to protect your skin.

Q: So, the first step, Ultra-Gentle Cleanser, is the same in the morning and evening, but step 2 is different?

A: Correct. The Adapalene 0.1% Acne Treatment need only be applied once a day. Using it more than once daily will not lead to better results and may actually worsen irritation. Simply use the Ultra-Gentle Cleanser and Ultra-Hydrating Moisturizer during the day (follow with SPF if you're going outside), then use all 3 products (Ultra-Gentle Cleanser, Adapalene Gel, and Ultra-Hydrating Moisturizer) in the evening.

Q: What happens if I skip a step?

A: If you accidentally skipped a step, no problem—we're all human! Just remember to start again by washing your face with the Ultra-Gentle Cleanser. Do not make up for missed applications of Adapalene Gel by applying more than once daily. Do your best to be consistent and don't skip steps too regularly! Consistency and compliance are essential to Adapalene Gel working its magic and helping you achieve (and maintain!) clear skin.

Q: Why is it important to follow a skincare regimen?

A: While acne cannot be cured, it can be prevented. Maintaining a daily skincare regimen that involves cleansing, treating, and hydrating your skin is an essential part of acne prevention. Using a gentle cleanser and non-medicated moisturizer can also help decrease signs of irritation that some users of Adapalene Gel 0.1% may experience.