

- Media Bio –

Howard Murad, M.D., FAAD
CEO and Founder

Howard Murad, M.D., FAAD, is recognized as a leading visionary for his scientific innovations in the fields of health, wellness and dermatology, beginning the Inclusive Health movement which focuses on a total body approach to youth building. Dr. Murad's scientific discovery of The Science of Cellular Water™, which identifies the common denominator of aging and illness as cellular water loss, is now recognized as one of the world's most comprehensive approaches to understanding health and aging, looking at the ability of cell membranes to hold water as the fundamental marker of youthful good health.

A board-certified dermatologist, trained pharmacist and Associate Clinical Professor of Medicine at the Geffen School of Medicine, UCLA, Dr. Murad has personally treated over 50,000 patients. In 1989 he founded Murad, Inc. as a way to share his groundbreaking skincare formulas which were among the first to achieve significant measurable anti-aging results without surgery. Dr. Murad continues his innovative research and holds 18 patents for advances in the science of skin health.

Known as "The Father of Internal Skincare" for being an originator of the use of dietary supplements to promote skin health and as the pioneer of the use of Alpha Hydroxy Acids in topical skin care, Dr. Murad has received numerous recognitions including being named the "Best Forward-Thinking Doctor" by *Vogue* Magazine, a "Beauty Genius" by *Elle* Magazine, an "Industry Visionary" by the International SPA Association and was inducted into *Dermascope* magazine's "Academy of Legends." Dr. Murad is largely considered to be a leading visionary in the fields of skincare and dermatology and continues to revolutionize the skincare, health and wellness industries. Additionally, he discovered and continuously conducts research on the impact of Cultural Stress, the constant and pervasive form of stress due to modern day living which has been scientifically proven to have a negative impact on cellular health. He continues his innovative research today using his training as a pharmacist, a board certified dermatologist, his insights as an entrepreneur and his enormous passion for life to positively transform overall health and wellness of people across the globe.

Dr. Murad grew up in Queens, N.Y. After earning his degree at The Arnold and Marie Schwartz College of Pharmacy and Health Sciences, he worked as a pharmacist while attending University of California at Irvine Medical School. He completed his rotating internship at New York's Queens Hospital. Later, Dr. Murad joined the U.S. military as a General Medical Officer for the United

States Army, where he received a Bronze Star for his service as a battalion surgeon in Vietnam. He then completed his dermatology residency at the Veteran's Administration Hospital at UCLA.

Dr. Murad is involved in continuous research on total body health and runs a robust medical practice, the Murad Inclusive Health Medical Group in El Segundo, Calif., where he regularly sees patients who are seeking out personalized Inclusive Health programs.

About Murad

Murad, Inc. was founded in 1989 by Howard Murad, M.D., one of the world's foremost authorities on health care and a pioneer of the clinical skincare movement. Dr. Murad is a practicing physician at the Murad Inclusive Health Medical Group in El Segundo, Calif. where he pioneered the Inclusive Health® approach to optimal living. All Murad products and services are based on The Science of Cellular Water®, Dr. Murad's unified theory of health and aging. Sold in 34 countries, Murad is the #1 selling clinical skincare brand at many locations including Sephora and Ulta.

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