

Murad Inclusive Health Medical Group

-- Media Backgrounder --

What is Murad Inclusive Health Medical Group?

Murad Inclusive Health Medical Group (MIHMG) is a unique comprehensive health and wellness center offering dermatology treatments and lifestyle programs based upon Inclusive Health®—The Science of Youth Building. The goal is not merely to prevent premature aging, but to actually build your youthfulness up to an optimal level. By improving the health and beauty of the skin, internal nutritional care and support for your sense of self, Inclusive Health can help you to achieve a level of whole-body wellness, effortless weight management and freedom from stress that may well be beyond anything you've ever experienced.

What is Inclusive Health?

Inclusive Health is the revolutionary healthcare approach created by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad®, Inc., that tackles cellular restoration through a 3-pronged approach - Topical Care, Internal Care and a focus on Sense of Self. Inclusive Health guides the development of all Murad products and integrative multi-disciplinary treatment protocols. This philosophy also fuels Dr. Murad's crusade to seek out new ingredients and to develop innovative therapeutic modalities.

Through Inclusive Health, Dr. Murad integrates his breakthrough research into The Science of Cellular Water™ into a whole-body approach to wellness. The Science of Cellular Water, also known as The New Science of Aging, demonstrates that the fundamental marker of youthful good health is the ability of the cell membrane to efficiently hold water. Dr. Murad's discoveries in The Science of Cellular Water are at the heart of Murad's Inclusive Health approach which improves appearance and wellbeing by improving health from the cellular level up.

What is The Science of Cellular Water?

The world's most comprehensive approach to understanding health and aging, The Science of Cellular Water looks at the ability of cell membranes to hold water as the fundamental marker of youthful good health. The scientific investigations in this area are the outgrowth of pioneering research by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad®, Inc.

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Dr. Murad reduces this sophisticated theory to simple layperson's terms: "Just as cut flowers wither and lose their beauty unless they are kept in water, if we allow the cells in our skin to lose water, we too will 'wither' and age prematurely."

The Murad Inclusive Health Program

Dr. Murad created the Inclusive Health Program, available at the Murad Inclusive Health Medical Group in Southern California and various other Murad Inclusive Health Spa locations domestically, to promote enhanced physical and emotional wellbeing through Topical, Internal and Sense of Self. During the initial Inclusive Health Consultation, a personal Inclusive Health Practitioner, trained by Dr. Murad himself, will conduct a dermatological, physical and emotional assessment. Based on that data and six universally recognized health metrics, the client will receive a Murad Inclusive Health Index (MIHI[®]) number, which is a quantifiable, scientific validation that reflects their current level of optimal living. Throughout Inclusive Health journey, clients will see and feel their MHI increase as they learn and practice a new inclusive way of living.

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