

# Murad Company Profile

-- Media Backgrounder --

## Mission Statement

Murad's clinically-proven, high-performance products make you look healthier and more youthful in a way no other brand can. The unmatched benefits, ease of use, and high performance ingredients of Murad's products have transformed the lives of millions of users across the globe and are guaranteed to deliver the flawless, healthy skin known the world over as the "Murad Glow."

As America's original, bestselling, authentic doctor-developed brand, Murad remains true to the scientific principles of its founder, world-renowned Dermatologist Howard Murad M.D. Through more than fifty years of dedicated research, Dr. Murad established that beauty and health are vitally linked and best achieved through an Inclusive Health lifestyle, which works to improve every connected cell in the body. Together with results oriented skincare, internal supplementation, and a positive emotional outlook, Murad makes you feel healthier, more confident and more beautiful.

Through breakthrough products and lifestyle programs, Murad is transforming skincare by delivering beauty through health.

## Corporate Overview

Murad, Inc. was founded in 1989 by Howard Murad M.D., one of the world's foremost authorities on skin health and author of pioneering studies exploring the role of cellular water in total body wellness. The name Murad is synonymous with high-performance, science-based, topical and internal skincare products. Murad's corporate headquarters in Los Angeles, Calif. are also home to the Murad Inclusive Health Medical Group, the Murad Research Laboratory and the Murad Inclusive Health Spa™.

Murad is a family-run company, co-directed by Dr. Murad as CEO and his nephew, Richard Murad as General Manager. Dr. Murad's son, Jeff, is Vice President of Product Development and his daughter, Hilarie, is President of the Murad Family Foundation. At present, Murad has approximately 350 employees.

## Retail Products

The Murad brand includes 91 consumer products marketed as 13 distinct products lines: Acne/Blemish Control, Anti-Aging Acne, Resurgence® (hormonal aging), Environmental Shield® (environmental aging), Age Reform® (intrinsic aging), Redness Therapy® (sensitive skin), Bodycare (cellulite), Murad Man, Age-Proof Suncare, Vitalic® (normal-combination skin), White Brilliance® (skin whitening), Murad Professional (spa exclusive retail), newly launched Hybrids™ (treatment cosmetics), and Clean Scene® (teen skincare line).

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## **Professional Products and Services**

Murad distributes 45 professional strength products and trains skincare professionals worldwide who perform Murad's Signature Services for skin and body. Murad is expanding the availability of its Inclusive Health programs which offer clients an opportunity to address cellular health globally, by targeting topical care to protect and renew, internal care to build strong cells and emotional self-care to reduce cell ravaging stress.

## **Distribution**

Murad products are available in over 3,000 leading-spas, salons and medical offices and are consistently ranked as the number one selling clinical skincare brands at Sephora and Ulta.

Direct Marketing: Murad is recognized as a leader in multi-channel marketing with a successful history in direct-to-consumer marketing through infomercials, catalogs and online. Murad Direct Marketing has been recognized with Electronic Retailing Association awards in the categories of Best Health & Beauty Long Form Infomercial, Best Direct Response Website and Best Use of an Online Marketing Tool, some of the industry's highest honors.

With Murad's Acne Complex<sup>®</sup> infomercial successfully airing for over 10 years, Murad added the Resurgence<sup>®</sup> infomercial in 2008, which features *Good Morning America* alum Joan Lunden as host and singer/songwriter pop icon, Deborah Gibson offering her personal testimonial.

International: Murad is currently sold in 41 countries and is rapidly expanding its international presence, including new distribution partnerships in Germany, Switzerland, Austria and Vietnam.

Innovative Partnerships: For the 3rd consecutive year, Murad was selected as the exclusive brand for Cathay Pacific Airline's business class amenity kits on all flights departing Hong Kong. In Fall 2009, Murad expanded its in-flight presence with Business and First Class amenity kits and arrival kits on United Airlines.

## **Outlook**

Murad continues to be one of the fastest growing and most respected companies in the skincare market, closing 2010 with the biggest year in company history.

True to its mission, Murad is poised for dramatic domestic and international expansion that will bring Dr. Murad's transforming formulas and Inclusive care philosophy to a world that is eager to look and feel as healthy as possible.

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