

- Media Bio -

Jeff Murad *Vice President, New Product Development*

Jeff Murad is Vice President of New Product Development at Murad, Inc., overseeing the formulation, testing, regulatory compliance and packaging compatibility of Murad's entire selection of products. Under Jeff's leadership, Murad's product line has grown to over 100 SKUs and has produced numerous top selling items for Sephora and Ulta as well as the award-winning Anti-Aging Acne line, Clean Scene teen skincare line and Murad Man line. During the past four years, the Product Development Department has tripled in size to meet escalating demand for support functions sparked by the growing pipeline of innovative products created.

Joining Murad Inc. in 2000, Jeff works alongside his father; legendary dermatologist and Murad founder Howard Murad, M.D., FAAD, on the development of new products and formulations. Continuing to further the science-based, results-oriented family of products, Jeff is also responsible for ensuring that new product development is linked closely with consumer demand by working seamlessly with Murad's marketing division.

Jeff holds an MBA from University of Southern California with a special focus on strategy and marketing. He completed his undergraduate studies at New York University and is currently on the ICMAD Board of Directors, an elite consortium of the most experienced cosmetic company owners and executives in the industry. Jeff currently resides in Playa del Rey, Calif.

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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Contact:
Brenna Israel
Murad, Inc.
310.726.3335
bisrael@murad.com

