

—Media Fact Sheet—

## Murad® Age Reform® Skin Perfecting Lotion

### WHAT IT IS:

Murad's Skin Perfecting Lotion is an ultra-light, oil-free moisturizing formula that minimizes pores while hydrating and refining texture. It helps soothe redness and irritation while renewing skin to provide a more balanced complexion.

Skin Perfecting Lotion is part of Murad's Age Reform line. Formulated to address the signs of genetic aging, Age Reform products reveal younger looking skin, and are scientifically advanced anti-aging formulas created to diminish fine lines and wrinkles, restore resilience and firmness, refine texture and improve tone.

### FEATURES/ BENEFITS:

- Hyaluronic Acid attracts and retains vital moisture
- Retinol improves and normalizes the cell renewal process and Queen of Meadow Extract minimizes pores and controls shine
- Arnica calms irritated skin

### THE MURAD DIFFERENCE:

Dr. Howard Murad is a Board-certified Dermatologist and Trained Pharmacist who has channeled his unique expertise and exceptional depth of experience into innovative skincare formulas and a breakthrough approach to care called Inclusive Health®. Since 1989, his Murad Skincare brand has introduced millions to the transformative power of Inclusive Health. Today Murad is more than a brand; it's a lifestyle that allows people all over the world to look and feel Better Every Day®.

### HOW TO USE:

Apply liberally to face, neck and chest. Follow with a Murad sunscreen during the day.

### RETAIL PRICE:

\$35.00 for 1.7 FL. OZ.

### AVAILABILITY:

Available at the Murad Inclusive Health Spa®, Murad.com, Sephora, Ulta, and leading salon and spa locations. For more information, to purchase or to find the nearest location, call 1-800-33-MURAD or visit Murad.com.

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