

—Media Fact Sheet—
Murad® BODYCARE®
BODY FIRING CREAM

WHAT IT IS: Murad's Body Firming Cream improves elasticity, protects skin and combats premature aging, increasing skin firmness by 40% in 15 minutes*. Infused with Vitamin C to enhance skin's elasticity and radiance, this patented, ultra-rich cream contains Soy Flour and Oat Beta Glucan to help firm and tone while Shea butter provides intense hydration.

**FEATURES/
BENEFITS:**

- Firms skin by 40% in 15 minutes*
- Improves skin elasticity
- Protects skin and combats against premature aging
- Restores maximum moisture
- Vitamin C increases skin elasticity and radiance
- Oat Beta Glucan and Soy Flour firm and tone the skin
- Shea Butter provides intense hydration to dry 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: Massage evenly over entire body for optimal skin hydration and firming.

RETAIL PRICE: **\$45.00 for 6.75 FL. OZ.**

AVAILABILITY: Available at the Murad Inclusive Health Spa®, Murad.com, Sephora, Ulta, Massage Envy Spa 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.

**Individual results will vary. Study results on file.*

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