

—Media Fact Sheet—
**Murad® Age Reform®
Complete Reform**

WHAT IT IS: Murad's Complete Reform with *Glyco Firming Complex* treatment recharges and rejuvenates skin; increasing firmness 61% after just one application, while stimulating cell renewal to improve skin texture. Murad combined its exclusive anti-aging carotenoid blend with Glycolic Acid to create a new anti-aging powerhouse. Leave behind sagging, dull skin and see skin become firmer, brighter and more resilient.

Complete Reform is part of Murad's Age Reform line. Designed to reveal younger looking skin, Age Reform products are scientifically advanced anti-aging formulas created to diminish fine lines and wrinkles, restore resilience and firmness, refine texture and improve tone.

**FEATURES/
BENEFITS:**

- Increases skin firmness 61% after just one application*
- Contains a unique carotenoid blend that diffuses free radical damage caused by daily exposure to sunlight, pollution and other harmful, natural elements
 - Beta-Carotene, a carotenoid and Retinol precursor, targets the appearance of fine lines and wrinkles without irritation
 - Astaxanthin (Asta-zan-thin) acts as a bullet-proof vest against free-radical damage while supporting a strong cell membrane
- Improves skin texture to reveal softer, smoother skin
- Glyco Firming Complex restores tone while helping protect elastin to preserve youthful resilience
- Glycolic Acid exfoliates for smoother, softer, healthier-looking skin

AWARDS: Awarded "Best Wrinkle Fighter" by *Fitness Magazine*, 2011

**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, live and feel Better Every Day®.

HOW TO USE: Complete Reform can be used as a day or night treatment. After cleansing and toning, massage evenly over face, neck and chest. For optimal results, follow with recommended Murad moisturizer.

RETAIL PRICE: \$69.00 for 1.0 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.

*Individual results will vary. Study results on file.

###

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

