

—Media Fact Sheet—

## Murad® Environmental Shield® Essential-C Daily Renewal Complex®

### WHAT IT IS:

Essential-C Daily Renewal Complex is an anti-aging formula that is clinically proven to reducing the signs of photo damage while decreasing fine lines. Essential-C Daily Renewal Complex delivers a maximum dose of Vitamin C to protect and repair skin. The anti-aging effects of Vitamin C are amplified by Murad's patented Skin Repair System to improve skin elasticity, stimulate collagen synthesis, improve skin clarity and provide powerful antioxidant protection.

Essential-C Daily Renewal Complex is part of Murad's Environmental Shield line which was created to help restore and renew sun and environmentally damaged and aging skin, while protecting it from new damage.

### FEATURES/ BENEFITS:

- Clinically proven to reduce the appearance of fine lines by 17% after one application\*
- Reduces photo damage by 46% in 4 weeks\*
- Vitamin C and Retinol work together to fade unwanted pigmentation and restore clarity
- Retinyl Palmitate exfoliates to reveal newer, younger skin
- Vitamin E soothes and boosts antioxidant protection

### 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:

Once daily after cleansing and toning, massage a thin layer over face, neck and chest. For optimal results, follow with recommended Murad moisturizer and sunblock.

### RETAIL PRICE:

\$95.00 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.

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*\*Individual results will vary. Ingredient study on file.*

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