

—Media Fact Sheet—

Murad® Environmental Shield® Essential-C Cleanser

WHAT IT IS: Murad's Essential-C Cleanser neutralizes environmental aggressors, restores moisture and prepares skin for repair. This moisturizing gel cleanser establishes a well-hydrated foundation for application of a treatment product by using antioxidant Vitamins A, C and E to neutralize free radicals and other environmental aggressors while phospholipids bind moisture to the skin.

Essential-C Cleanser 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:**

- Washes away environmental impurities
- Restores moisture to dehydrated skin
- Phospholipids and Sodium PCA attract and bind moisture to dry skin
- Vitamins A, C and E defend skin from free radical damage
- Allantoin and Panthenol soothe environmentally stressed skin
- Mandarin Orange, Basil and Grapefruit impart a fresh, clean scent

**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: Massage a small amount over dampened face and neck. Rinse with warm water and pat dry. Follow with a Murad Step 2 treatment.

RETAIL PRICE: \$36.00 for 6.75 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. Ingredient study on file.*

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

