

**MURAD® ENVIRONMENTAL SHIELD®
ESSENTIAL-C® DAY MOISTURE
BROAD SPECTRUM SPF 30 | PA +++**

WHAT IT IS: Murad's Essential-C Day Moisture Broad Spectrum SPF 30 protects and strengthens skin against environmental aging by blocking UVA/UVB rays, while conditioning skin for optimal hydration. A powerful antioxidant-rich sunscreen, Essential-C Day Moisture Broad Spectrum SPF 30 shields and restores environmentally stressed skin, prevents sun and free radical damage and improves skin's appearance and elasticity. With new technology that ensures the highest levels of stability in a topical Vitamin C product, Essential-C Day Moisture Broad Spectrum SPF 30 has maximum efficacy, from the first to the last drop.

Essential-C Day Moisture Broad Spectrum SPF 30 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:**

- Essential-C's Next-Generation Vitamin C and Patented Skin Repair System help reverse UVA/UVB damage by improving skin's radiance, firmness and elasticity
- Ectoin, a protective substance produced by organisms called extremophiles that thrive in the harshest conditions on the planet, improves skin's barrier function by reducing transepidermal water loss to preserve and maintain optimal hydration levels
- Phospholipids and skin conditioners bind water to the skin
- Antioxidants and Broad Spectrum Sunscreens fight sun and free radical damage.

AWARDS: Named Favorite Moisturizer of 2010, Beauty Logic

**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: Every morning after cleansing and toning, massage evenly over face, neck and chest. For optimal results, first apply recommended Essential-C treatment product.

RETAIL PRICE: \$60.00 for 1.7 FL. OZ.

AVAILABILITY: Available May 2009 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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