

—Media Fact Sheet—
Murad® BODYCARE®
FIRM AND TONE SERUM

WHAT IT IS: Firm and Tone Serum works to improve the overall appearance of skin by increasing firmness and boosts skin's firmness. This breakthrough serum contains encapsulated liposomes that deliver active ingredients to the skin and reduce the appearance of dimpled skin and stretch marks. Cat's Claw helps to reduce the appearance of dimples while Cayenne Pepper improves circulation and helps to reduce the appearance of cellulite.

Firm and Tone Serum is part of Murad's Bodycare line which applies a revolutionary whole-body approach to reducing the appearance of cellulite and stretch marks from the inside-out and the outside-in.

**FEATURES/
BENEFITS:**

- Works to increase skin firmness and boosts skin's firmness
- Cayenne Pepper invigorates and stimulates the skin
- Horse Chestnut Tree Extract and Tiger's Herb help restore firmer and smoother skin
- Cat's Claw, an extract from the Amazonian Palm Forest, helps reduce the appearance of dimpled 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, live and feel Better Every Day®.

HOW TO USE: For best results, massage into clean skin twice daily on areas prone to cellulite or stretch marks. For optimal results, use in conjunction with Firm and Tone Dietary Supplements and follow with Body Firming Cream.

RETAIL PRICE: \$78.00 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.

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