

—Media Fact Sheet—
MURAD® WHITE BRILLIANCE®
GENTLE CLEANSER

WHAT IT IS:

Murad's Gentle Cleanser is the first step in achieving an even, luminous complexion. Featuring Murad's revolutionary **3X White™** technology, this moisture rich formula gently cleanses and lifts away impurities to prepare skin's surface for maximum absorption of lightening agents, leaving skin clean and bright.

Gentle Cleanser is part of Murad's White Brilliance line, created to lighten and brighten skin while addressing uneven skin tone, discoloration, dark spots, large pores and wrinkles. An ideal combination of advanced skin lightening and anti-aging technologies, White Brilliance is a comprehensive skin care system that frees skin from today's flaws and keeps it looking bright and translucent by preventing future pigmentation.

**FEATURES/
BENEFITS:**

- **3X White™** technology, Murad's proprietary brightening blend, maximizes lightening action by inhibiting melanogenesis to promote an even, translucent complexion
- Sodium PCA improves skin's moisture balance
- Gentle exfoliator promotes turnover of dark, damaged cells for better skin clarity
- Advanced Vitamin C technology attacks dark spots and brightens skin while promoting an even-toned complexion
- Botanical extracts such as Scutellaria, White Mulberry, Saxifrage and Grape provide an additional whitening and lightening effect by interrupting the melanin production cycle to diminish existing and future dark spots
- Hydrating formula increases skin's softness and elasticity

**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:

Massage a small amount over dampened face and neck. Rinse with warm water and pat dry. For optimal results, follow with White Brilliance Wrinkle and Pore Refining Treatment, and White Brilliance Illuminating Day Moisture SPF 30 | PA +++.

RETAIL PRICE:

\$30.00 for 135 mL / 4.5 FL. OZ.

AVAILABILITY:

Available at the flagship Murad Inclusive Health Spa® in **March, 2010**. For more information or to find the nearest location, call 1-800-33-MURAD or visit Murad.com/International.

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