

**Murad® Age Reform®
Hydro-Dynamic® Ultimate Moisture for Eyes**

WHAT IT IS:

Hydro-Dynamic® Ultimate Moisture *for eyes* super-charges and awakens the delicate eye area with ultra-hydrating ingredients that quench skin, restore youthful resiliency and improve tone. Featuring Murad's proprietary Collagen Support Complex, this uber-rich eye cream infuses the eye area with essential nutrients for immediate hydration to firm the eye area and provides long-term protection against fine lines and wrinkles. Hydro-Dynamic Ultimate Moisture *for eyes* was designed as a companion product to the best-selling Hydro-Dynamic Ultimate Moisture, Murad's most opulent facial moisturizer.

Hydro-Dynamic Ultimate Moisture *for eyes* is part of Murad's Age Reform line and is formulated for use across all Murad anti-aging brands to increase hydration levels around the eye area. Designed to reveal younger looking skin, Age Reform products are scientifically advanced anti-aging formulas created to diminish fine lines and wrinkles, restore resilience and firmness, refine texture and improve tone.

**FEATURES/
BENEFITS:**

- **Osmolyte technology** helps maintain critical water balance for more youthful-looking skin
- A **peptide blend**, based on natural elastin, awakens eyes by improving skin firmness
- **Collagen Support Complex** and **Hyaluronic Acid** boost skin's resilience and smoothes the appearance of fine lines
- **Immediately hydrates** to firm and awaken eye area
- Maintains **optimal moisture levels for 8 hours**

**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 day after cleansing, gently pat a small amount onto the brow bone and beneath the eye. For optimal results, follow with recommended moisturizer and sunscreen.

RETAIL PRICE:

\$62.00 for 0.5 FL. OZ.

AVAILABILITY:

Available at Murad.com, the Murad Inclusive Health Spa® and the Murad Inclusive Health® Medical Group beginning June 2011. In July 2011, Hydro-Dynamic Ultimate Moisture *for eyes* will be available at Sephora, Ulta and leading salons and spas. 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.*

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