

Murad® Age Reform® Hydro-Dynamic® Ultimate Moisture

WHAT IT IS: Murad's Hydro-Dynamic® Ultimate Moisture features an extraordinarily luxurious blend of super-hydrating ingredients that quench skin and restore youthful resiliency and tone, making it the most opulent moisturizer ever to appear in the Murad line. Featuring the Collagen Support Complex to boost skin's resiliency and plump dehydrated skin, this uber-rich all-purpose formula instantly relieves dry, dehydrated skin to soothe, refresh and renew while infusing skin with long lasting hydration and suppleness, leaving skin looking and feeling perfectly polished.

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

**FEATURES/
BENEFITS:**

- Locks in optimal moisture levels for 8 hours*
- Quenches skin to create a more youthful, hydrated complexion
- Collagen Support Complex boosts resiliency and plumps dehydrated skin
- Avocado, Sunflower and Olive Fruit Oils enhance skin's ability to retain maximum levels of hydration
- Retinyl Palmitate and Shea Butter improve texture and tone while restoring natural smoothness and softness

**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 and toning, massage evenly over face, neck and chest. For optimal results, first apply recommended Murad treatment product and follow with Murad sunblock during the day.

RETAIL PRICE:

\$65.00 for 1.7 FL. OZ.

AVAILABILITY:

Available at the Murad Inclusive Health Spa® and leading salons and spas beginning July 2010, and Murad.com, Sephora and Ulta in September 2010. 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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