

## MURAD® WHITE BRILLIANCE® ILLUMINATING DAY MOISTURE SPF 30 | PA+++

**WHAT IT IS:** Murad's Illuminating Day Moisture SPF 30 | PA+++ illuminates and hydrates skin while providing protection from the harmful effects of UVA/UVB rays. This light lotion provides intense moisture and hydration as well as broad spectrum UV protection, preventing the formation of additional melanin and age spots while diminishing dullness and discoloration.

Illuminating Day Moisture SPF 30 | PA+++ 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
- Antioxidants and broad spectrum sunscreens fight sun and free radical damage, providing both UVA and UVB protection
- 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
- Pearl Powder instantly illuminates the skin, giving it a more balanced appearance
- Advanced Vitamin C technology attacks dark spots and brightens skin while promoting an even-toned complexion
- Internationally recognized PA+++ rating certifies the highest level of protection against UVA rays that cause dark spots and discoloration

**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, massage evenly over face and neck. For optimal results, first cleanse with Murad's White Brilliance Gentle Cleanser and treat with the White Brilliance Wrinkle and Pore Refining Treatment.

**RETAIL PRICE:** \$65.00 for 50 mL / 1.7 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](http://Murad.com/International).

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