

## Murad® Age Reform® Intensive Wrinkle Reducer® for eyes *with Durian Cell Reform®*

### WHAT IT IS:

Murad's Intensive Wrinkle Reducer for eyes is specifically formulated for the delicate eye area. Proven to visibly reduce the appearance of crow's feet, it instantly firms and tightens while illuminating the eye area for a more youthful appearance. Reverse the visible signs of aging while preventing future damage.

Intensive Wrinkle Reducer for eyes is part of Murad's Age Reform Intensives collection. These breakthrough formulas feature Murad's latest revolutionary anti-aging technology, **Durian Cell Reform®** providing maximum hydration while increasing cell proliferation and enhancing the penetration of active anti-aging ingredients.

### FEATURES/ BENEFITS:

- Formulated with a clinically proven bioengineered ingredient that enhances skin by:
  - Reducing the appearance of fine lines and crow's feet by 33% in 4 weeks\*
  - Increasing skin firmness by 55% in 12 weeks\*
- Specifically formulated for the delicate eye area to improve skin firmness by 40% after just one application.
- Enhances the penetration of ingredients to ensure maximum delivery of anti-aging benefits
- Increases cell proliferation to improve skin texture and tone
- Provides maximum hydration, antioxidant protection and anti-inflammatory benefits to help stabilize the cell membrane

### 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:

After cleansing and toning, gently pat a small amount onto the brow bone and beneath the eye. Follow with recommended Murad moisturizer and sunblock. For optimal results, partner with Intensive Wrinkle Reducer.

### RETAIL PRICE:

\$95.00 for 0.5 FL. OZ.

### AVAILABILITY:

Available at the Murad Inclusive Health Spa®, Murad.com, Sephora, Ulta, 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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*\*Individual results may vary. Studies on file.*

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