

—Media Fact Sheet—

## Murad® Age Reform® Perfecting Serum®

### WHAT IT IS:

Murad's Perfecting Serum is a velvety gel that provides a flawless, long wearing finish alone or under makeup. Creating a sheer barrier to lock in moisture for radiant skin, this serum smoothes fine lines and wrinkles and is essential for priming skin for flawless makeup application.

Perfecting Serum is part of Murad's Age Reform line. 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:

- Delivers a smooth and refined complexion by priming skin for flawless makeup application
- Creates a sheer barrier to lock in moisture for radiant skin
- Squalene, derived from olives, intensely hydrates and leaves skin silky smooth
- Avocado and Evening Primrose Oils help skin retain vital moisture
- Ceramides reduce flaking and restore suppleness

### 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:

Every day after moisturizing and before makeup, massage a thin layer over face and neck. Start with a single drop and add more as needed. Allow to set in prior to applying makeup.

### RETAIL PRICE:

\$65.00 for 1.0 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.

###

Contact:  
Brenna Israel  
Murad, Inc.  
310.726.3335  
[bisrael@murad.com](mailto:bisrael@murad.com)

