

-Media Fact Sheet-

Murad[®] Redness Therapy[®] Sensitive Skin Soothing Serum[®]

WHAT IT IS:

Murad's Sensitive Skin Soothing Serum quenches dehydrated skin while decreasing irritation and redness. Hyaluronic Acid and Glycolipids combine in a weightless serum to improve hydration, calm irritated skin and reduce sensitivity. Formulated with super-hydrators that hold up to 1,000 times their weight in water, Sensitive Skin Soothing Serum eases irritation caused by aggressive professional skincare services, waxing, sunburn and allergens.

Sensitive Skin Soothing Serum is part of Murad's Redness Therapy line which was created to calm and sooth irritated skin while reducing redness and sensitivity.

FEATURES/BENEFITS:

- Quenches and restores dehydrated and fragile skin
- Calms and soothes redness and irritation
- Hyaluronic Acid and Glycolipids allow skin to attract and retain vital moisture
- Lecithin helps improve skin's barrier function
- Chamomile Extract and Arnica soothe and improve 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:

Apply liberally to face, neck and chest. Follow with a Murad sunscreen during the day.

RETAIL PRICE:

\$51.00 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.

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