

—Media Fact Sheet—

**Murad® Age Reform®**

## **Time Release Retinol Concentrate for Deep Wrinkles**

**WHAT IT IS:** Murad's Time Release Retinol Concentrate *for Deep Wrinkles* targets stubborn creases and crow's feet, visibly reducing the appearance of deep wrinkles by 45% in 6 weeks\*. Featuring new technology that controls the release of Retinol over time for maximum performance, Time Release Retinol Concentrate *for Deep Wrinkles* is a triple-action, wrinkle-fighting treatment that helps rebuild damaged collagen and diminishes the appearance of deep wrinkles wherever they appear.

Time Release Retinol Concentrate *for Deep Wrinkles* 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:**

- Clinically proven to visibly reduce the appearance of deep wrinkles by 45% in 6 weeks\*
- Triple-action formula features sustained release technology and precise applicator tip to concentrate power on targeted areas of concern
  - Encapsulated Retinol releases slowly over time and reduces the appearance of deep wrinkles by increasing cell turnover
  - Matrixyl Synthe'6, a youth building peptide, helps rebuild damaged collagen to plump creases and crow's feet, improving skin texture to reveal softer, smoother skin
  - Hyaluronic Acid and Ceramide-3 attract and maintain essential moisture for a smoother, more youthful appearance
- New Encapsulated Retinol technology helps reduce skin sensitivity and increases product stability and efficacy
- First product from Murad's Age Reform line to use an anti-bacterial, silicone applicator
- Targeted applicator for precise, controlled dispensing
- Contains the highest level of Retinol in any of Murad's products

### **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:** Apply directly to wrinkles. Follow with a Murad Step 2 treatment and Step 3 moisturizer. If skin is sensitive, apply only at night.

**RETAIL PRICE:** \$65.00 for 0.5 FL. OZ.

**AVAILABILITY:** Available at the Murad Inclusive Health Spa®, Murad.com, Sephora, Ulta, Massage Envy Spa 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.

*\*Individual results will vary. Study results on file.*

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