

—Media Fact Sheet—

Murad® Environmental Shield® Advanced Active Radiance® Serum

WHAT IT IS:

Murad's Advanced Active Radiance Serum, a reformulation of the popular Active Radiance Serum that has been enhanced with Hexapeptide-2, restores skin's natural radiance, resilience and clarity with Resilient-C Complex™, a stable Vitamin C technology that delivers 50 times the collagen-building, skin-brightening and cell-protecting power of ordinary topical Vitamin C. This high performance formula boosts radiance and reverses the visible signs of environmental damage while preserving clarity and defending against future damage.

Advanced Active Radiance Serum is part of Murad's Environmental Shield line which was created to help restore and renew sun and environmentally damaged and aging skin, while protecting it from new damage.

FEATURES/ BENEFITS:

- Clinically proven to improve brightness, clarity and radiance by 60% in less than one week*
- Resilient-C Complex™ delivers highly stable Vitamin C – 50 times the potency of prior generations – to improve skin radiance, help enhance collagen production and protect against free radical damage
- Hexapeptide-2, a skin brightening peptide and Indian Fig boost skin clarity and encourage cell renewal to keep skin radiant and luminous
- Ectoin and Green Tea Extract jump start the cellular defense system by helping cells resist drastic environmental stresses including UV exposure and chemical aggressors
- Renews skin for a smoother, more youthful complexion

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:

Massage evenly over clean face, neck and chest. Wait one minute for maximum absorption then follow with a Murad Step 3 moisturizer.

RETAIL PRICE:

\$89.00 for 1.0 FL. OZ

AVAILABILITY:

Will be 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.

###

*Individual results will vary. Study results on file.

Contact:

Brenna Israel
Murad, Inc.
310.726.3335
bisrael@murad.com

