

## Murad® Environmental Shield® Instant Radiance Eye Cream

**WHAT IT IS:** Murad's Instant Radiance Eye Cream is a formula designed for use on the entire eye area, including lids and under eyes, that brightens and smoothes the area to deliver a more youthful, radiant appearance. This anti-aging formula is clinically proven to minimize the appearance of dark circles by 30% in 15 minutes and by 48% with continued use.\* Additionally, Instant Radiance Eye Cream is clinically proven to improve smoothness by 48% after one application.\*

Instant Radiance Eye Cream 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:

- Minimizes the appearance of dark circles by 30% in 15 minutes and 48% with continued use\*
- Improves smoothness by 48% after one application\*
- Resilient-C Complex™ maximizes collagen production and skin brightening
- Retinyl Palmitate and Tangerine Butter smooth skin and minimize the appearance of fine lines and wrinkles
- Light diffusers help reduce the appearance of dark circles by visibly brightening the eye

### 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:** Gently pat a small amount onto the brow bone, eye lid and beneath the eye.

**RETAIL PRICE:** \$68.00 for 0.5 FL. OZ

**AVAILABILITY:** Available at the Murad Inclusive Health Spa,® Murad.com, Sephora, Ulta, and leading salon and spa locations beginning May 2013. 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 will vary. Ingredient study on file.*

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