

–Media Backgrounder –

Murad® Anti-Aging Acne Line

What is Adult Acne?

Adult acne is different than the acne experienced in adolescence in that not only are acne breakouts experienced but also the dryness, fine lines and uneven skin texture associated with aging skin.

Acute and chronic stress can lead to hyper-stimulation of the nervous and endocrine system resulting in visible symptoms of skin aging, such as fine lines and wrinkles. Skin that has experienced stress induced damage and premature aging is also more vulnerable to breakouts of acne.

Adult skin that is compromised by acne is also often afflicted with fine lines, thinness and a general fragility. For someone experiencing this combination effect, treatment needs to be balanced in order to address acne while restoring strength and a more youthful appearance to the skin.

In addition, skin aging may be accelerated by over-processing which induces dehydration and impairs the barrier function. This often results in a cycle of inflammation triggered by bacterial incursions through the weakened barrier.

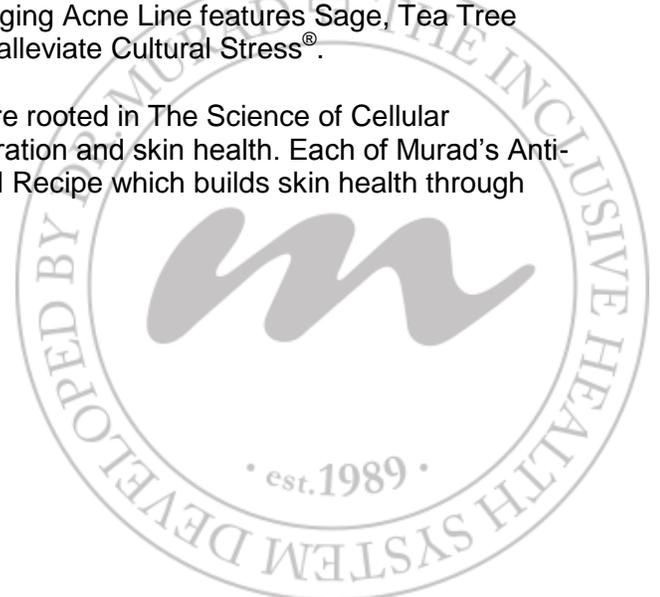
What is unique about Murad Anti-Aging Acne line?

Murad's Anti-Aging Acne regimen is a comprehensive, integrated approach to restoring a smooth, youthful complexion by addressing acne breakouts while diminishing the appearance of fine lines and wrinkles. Because adult skin with acne is less resilient and more prone to exhibit signs of accelerated aging, optimal health and appearance can only be achieved by addressing acne with a system that strengthens, restores and protects the skin.

Murad's Anti-Aging Acne regimen features an advanced Multi-Active Acne Fighting System designed to reduce existing blemishes while preventing new blemishes from forming. Products include Kombucha Collagen Defense®, a proprietary formula which includes Lipid filling and Anti-Glycation agents, Hyaluronic filling spheres, Glucosamine and a unique blend of Amino acids, which stimulates collagen production while significantly diminishing its breakdown. Silver Citrate helps eliminate surface bacteria that have invaded the skin's environment; and encapsulated Salicylic Acid technology provides hours of sustained treatment. In addition, every product in the Anti-Aging Acne Line features Sage, Tea Tree and Geranium scents, creating a calming aroma that helps alleviate Cultural Stress®.

As with all Murad products, the Anti-Aging Acne formulas are rooted in The Science of Cellular Water™, Murad's proprietary system for optimizing cell hydration and skin health. Each of Murad's Anti-Aging Acne products are formulated according to the Murad Recipe which builds skin health through antioxidants, anti-inflammatories and hydrators.

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Step 1 Cleanse | Tone

- **Time Release Acne Cleanser**

Featuring encapsulated Salicylic Acid technology, Time Release Acne Cleanser sustains wash off by depositing Salicylic Acid with gentle release over time. Formulated to improve skin's appearance, this light foaming cleanser is extra gentle to avoid risk of irritating fragile adult skin that has been compromised by acne. The unique Multi-Active Acne Fighting System kills bacteria on contact while anti-aging ingredients optimize hydration to restore suppleness and reduce the appearance of fine lines. (6.75 FL. OZ., \$30.00)

Step 2 Treat | Repair

- **Acne & Wrinkle Reducer**

This multi-functional treatment formula rapidly improves the appearance of adult skin by reducing existing acne, preventing the development of new acne and restoring collagen to more youthful levels. Encapsulated Salicylic Acid technology provides hours of sustained treatment while Silver Citrate helps eliminate surface bacteria that have invaded the skin's environment. Kombucha Collagen Defense® stimulates collagen production, while significantly diminishing its breakdown. With optimal collagen levels restored, skin regains a healthy resilience, fullness and improved barrier function strength. This clinically proven formula reduces acne and minimizes fine lines and wrinkles. (2.0 FL. OZ., \$58.00)

Step 3 Hydrate | Protect

- **Pore & Line Minimizing Hydrator**

This dual-action hydrator helps to maintain fresh, youthful skin by clearing and tightening pores for a refined complexion. Pore & Line Minimizing Hydrator works to reduce existing blemishes and prevent new blemishes from forming, while repairing skin's barrier and optimizing collagen levels to help minimize the signs of aging. Formulated with Kombucha Collagen Defense to stimulate collagen production and inhibit its breakdown, Lentil Seed Extract and Witch Hazel to tighten pores and help control excess oil and Cinnamon Extract to restore skin surface by reducing inflammation and optimizing oil production, Pore & Line Minimizing Hydrator is ideal for those who suffer from adult breakouts and the signs of aging. (1.7 FL. OZ., \$49.50)

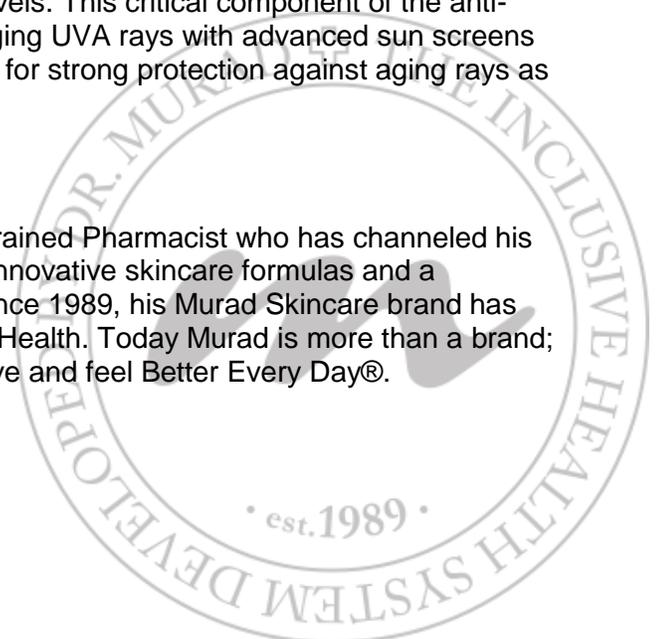
- **Anti-Aging Moisturizer Broad Spectrum SPF 20 | PA+++ for blemish prone skin**

This lightweight formula gives skin a smooth, healthy finish by optimizing hydration and regulating oil production while improving collagen levels. This critical component of the anti-aging acne system defends skin against skin-damaging UVA rays with advanced sun screens that meet the rigorous PA+++ international standard for strong protection against aging rays as well as burning rays. (1.7 FL. OZ., \$47.00)

What is 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®.

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Where is Murad sold?

Murad is 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.

Did you know?

Early onset skin aging is trending upward along a track parallel with increasing levels of Cultural Stress® in the developed world. Cultural Stress, as defined by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad Inc., is the pervasive, cumulative stress of modern living with over-taxed schedules, conflicting demands and lack of downtime. Cultural Stress actually accelerates the degeneration of the skin and exacerbates the loss of cell and connective tissue integrity.

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