

Murad® Age-Proof Suncare® Line

-- Media Backgrounder --

What is Murad Age-Proof Suncare®?

Suncare protection is a crucial wrinkle-fighter. Murad's Age-Proof Suncare® line was developed to optimize sun protection while preventing premature aging through the powerful antioxidant protection of Pomegranate Extract.

As with all Murad products, Murad Age-Proof Suncare formulas are rooted in The Science of Cellular Water™, Murad's proprietary system for optimizing cell hydration and skin health.

What is unique about Age-Proof Suncare products?

Murad Age-Proof Suncare products include broad spectrum sunscreens and oil-free formulations that protect against UVA and UVB rays. Packed with the powerful antioxidant protection of Pomegranate Extract, they prevent aging and sun damage through the Science of Cellular Water.™

What products are in the Age-Proof Suncare line?

- **Pomphenol® Sunguard Dietary Supplement**
Murad's Pomphenol Sunguard Dietary Supplement provides powerful antioxidant protection against free radical damage which accounts for more than 80% of the signs of premature aging. Featuring standardized Pomegranate Extract containing polyphenols including Ellagic Acid, this supplement increases the skin's natural sun protection from the inside out.
(\$36.00 for a 60 day supply)
- **Oil-Free Sunscreen Broad Spectrum SPF 30 | PA +++**
Murad's Oil-Free Sunscreen Broad Spectrum SPF 30 | PA +++ prevents signs of premature aging caused by environmental exposure by delivering high SPF protection and providing intense hydration with an oil-free matte finish. This lightweight, easily absorbed formula protects and restores the appearance of healthy skin.
(\$32.00 for 1.7 FL. OZ)

(More)



- **Water Resistant Sunscreen Broad Spectrum SPF 30 | PA +++**
Murad's Water Resistant Sunscreen Broad Spectrum SPF 30 | PA +++ is a long-lasting, high SPF waterproof formula that protects skin with three active sunscreens. Pomegranate Extract enhances sun protection and prevents free radical damage. The patented Skin Repair System protects skin elasticity to maintain firmness while broad spectrum sunscreen delivers maximum UVA/UVB protection for active lifestyles.
(\$30.00 for 4.3 FL. OZ)

AWARDS: *American Cheerleader, Waterproof Sunblock SPF 30, Editor's Pick, 2011*

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 and feel Better Every Day®.

Where is Age-Proof Suncare line sold?

Age-Proof Suncare is available at the Murad Inclusive Health Center® and 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?

Considered one of the oldest medicines known to man, Pomegranate holds the key to ultimate skin health. Rediscovered by Dr. Murad, research now shows that Pomegranate is one of the most powerful age-proofing antioxidants available. Proven through independent studies to boost the SPF powder of sunscreen, these patented formulas harness the power of the Pomegranate to deliver the best defense against sun and free radical damage which account for more than 80% of the signs of premature aging.

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