

–Media Backgrounder–

Murad Bodycare Line

What is Murad Bodycare?

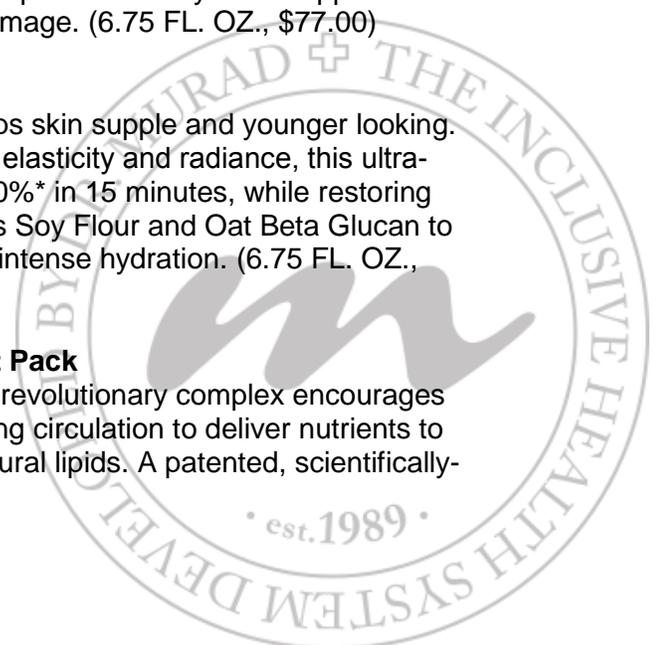
Cellulite and stretch marks are no longer an inevitable fact of life. Murad's Bodycare line offers a comprehensive solution to tackle cellulite, stretch marks and loose sagging skin while improving the appearance of dull, uneven skin texture and tone. Cellulite sufferers can banish the most stubborn beauty problem women face today with the scientifically advanced treatments in Murad's Bodycare line. These proven formulas nourish skin and stimulate circulation to firm and tone the skin through The Science of Cellular Water™.

What is unique about Murad Bodycare products?

Murad Bodycare offers an Inclusive approach to cellulite, stretch marks and uneven tone and texture by tackling these issues with both internal and topical methods. Products in the line hydrate, firm and stimulate micro-circulation, resulting in tighter, smoother skin. In eight weeks, Murad's Cellulite Solution Regimen (which encompasses the products of the Bodycare line) has been clinically proven to firm skin by up to 78%* and reduce the appearance of cellulite by up to 69%.* The Murad Bodycare line contains key ingredients that nourish the epidermis, the 20% of skin that is reached by topical products, and the dermis, the 80% of skin that is reached by nutrition and supplementation.

What products are in the Murad Bodycare line?

- **Firm and Tone Serum**
This breakthrough serum contains encapsulated liposomes that deliver high performance ingredients to the skin and reduce the appearance of cellulite. Clinical studies show that this product masks imperfections and helps reduce the appearance of cellulite by up to 69%*, while improving the overall appearance of skin up to 80%* by increasing skin firmness and elasticity. Cat's Claw reduces the appearance of dimples while Cayenne Pepper improves circulation to help repair cell damage. (6.75 FL. OZ., \$77.00)
- **Body Firming Cream**
This patented, ultra-rich body cream keeps skin supple and younger looking. Infused with Vitamin C to enhance skin's elasticity and radiance, this ultra-rich cream increases body firmness by 40%* in 15 minutes, while restoring maximum moisture. This formula features Soy Flour and Oat Beta Glucan to firm and tone, as well as Shea Butter for intense hydration. (6.75 FL. OZ., \$45.00)
- **Firm and Tone Dietary Supplement Pack**
Since cellulite starts with weak cells, this revolutionary complex encourages the appearance of firmer skin by promoting circulation to deliver nutrients to the skin and help strengthen skin's structural lipids. A patented, scientifically-



based complex, Firm and Tone Dietary Supplement Pack encourages the appearance of firmer skin by up to 78%* in eight weeks and helps to improve the visual texture of stretch marks up to 47%* in eight weeks. (4 week supply, \$137.50)

What is the Murad Difference?

All Murad products are rooted in The Science of Cellular Water™, Murad's proprietary system for optimizing cell hydration and skin health. The Science of Cellular Water, the world's most comprehensive approach to understanding health and aging, looks at the ability of cell membranes to hold water within a cell as the fundamental marker of youthful health.

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?

Cellulite is a skin problem, not a fat problem; 90% of women suffer from it. Understanding cellulite helps give sufferers the ammunition to tackle this condition. Cellulite is caused by decreased circulation which deprives the skin's dermal layer of the nutrients it needs to stay strong. This nutrient deficiency weakens connective tissue, which allows fat to migrate up from the sub dermal layer, giving skin the orange peel appearance. To help build strong cells and tissue, flooding the body with nutrients is crucial. The stronger the cell walls are, the more water and nutrients they can hold on to. This helps prevent free radical damage, water loss and inflammation. Dr. Murad digs deeper into the science that can help reduce the appearance of cellulite in his book, *The Cellulite Solution* (St. Martin's Press, 2005), and provides methods to help reduce dimpling and improve stretch marks through a combination of lifestyle changes and topical treatments.

*Clinical studies on file; individual results may vary.

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