

-- Media Backgrounder --

Murad® Hybrids®

What are Hybrids?

Hybrids blend skin-perfecting cosmetics to disguise flaws with high-performance treatments to improve skin health. This award-winning, innovative line from Murad features two eye treatments designed to firm, brighten and cosmetically conceal, three skin perfecting primers that minimize pores and increase overall skin health, a liquid bronzer that provides an instant sun-kissed glow and broad-spectrum sun protection as well as a skin, lip and cuticle treatment that exfoliates and infuses skin with essential hydration .

Each of these multipurpose treatments addresses specific concerns of skin in one convenient package.

What is unique about Hybrids products?

Hybrids are multi-functioning products that combine premium cosmetics with advanced skin treatment technologies. Featuring unique ingredient blends, Hybrids offer multipurpose problem solvers to let you simultaneously treat and mask skin concerns.

Hybrids Eye Lifts include 5^x Firming Technology to visibly lift; Re-Luminate Complex to provide both instant and long term dark circle reduction and the Smart Moisture System to hydrate and depuff.

Hybrids Skin Perfecting Primers feature Pore Factor-5 which minimizes the appearance of pores as it balances oil production. These performance primers also feature Adaptive Shade Technology to create a perfect skin tone match.

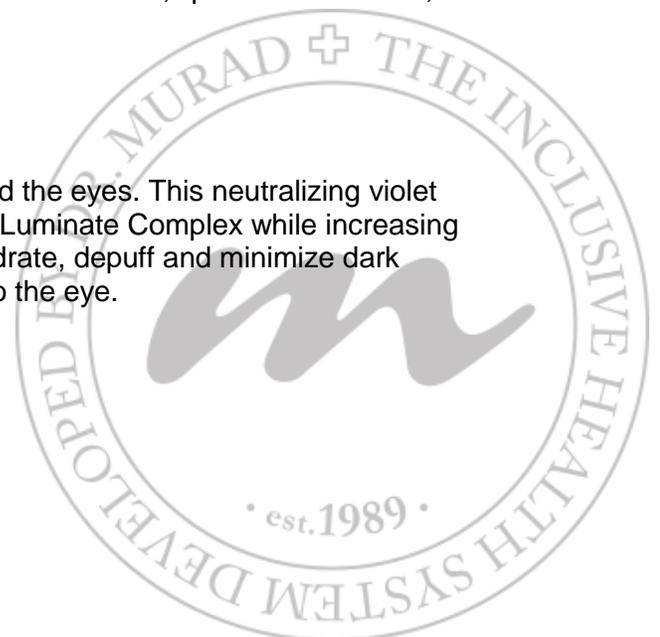
Hybrids Absolute Bronzing Boost™ SPF 15 includes Active Pigment Support to promote a subtle, sun-kissed glow and a international protection rating of PA ++ to boost the skin's UV resistance.

Hybrids Soothing Skin, Lip and Cuticle Care restores soft supple skin with Vitamin E and Beta-Hydroxy Acids. This conditioning salve can be used on skin, lips and on cuticles, keeping them neat and healthy looking.

What products are in the Hybrids Line?

- **Eye Lift Illuminator**
Instantly brighten and firm the skin around the eyes. This neutralizing violet formula illuminates the eye area with Re-Luminate Complex while increasing skin firmness by 50% in 15 minutes*. Hydrate, depuff and minimize dark circles to rapidly restore a youthful look to the eye.
(0.06 FL. OZ., \$35.00)

(more)



- **Eye Lift Perfector**
Increases firmness by 50% in 15 minutes* with this natural tinted formula that evens and refines skin texture and tone. Smart Moisture System hydrates and depuffs while Re-Luminate Complex minimizes dark circles to rapidly restore a youthful look to the eye.
(0.06 FL. OZ., \$35.00)
- **Skin Perfecting Primer Dewy Finish**
A universal shade, oil-free primer, minimizes the appearance of pores while balancing oil production with Pore Factor-5. Disguise flaws, even skin texture, and create the perfect radiant glow.
(1.0 FL. OZ., \$35.00)
- **Skin Perfecting Primer Matte Finish**
A universal shade, oil-free primer minimizes the appearance of pores while balancing oil production with Pore Factor-5. Disguise flaws, even skin texture, and create a smooth powder finish.
(1.0 FL. OZ., \$35.00)
- **Skin Perfecting Primer Acne and Shine Control**
A new, universal shade primer fights and prevents future breakouts, while minimizing the appearance of pores with Pore Factor-5. Even tone and perfect skin for a flawless shine-free finish.
(1.0 FL. OZ., \$35.00)
- **Absolute Bronzing Boost SPF 15 | PA ++.**
New, oil-free liquid bronzer with sunscreen gives skin a subtle, even glow that protects and promotes skin health as it firms. Balance skin hues with Active Pigment Support and restore tone with a formula that blends easily for buildable coverage.
(1.0 FL. OZ., \$38.00)

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 and feel Better Every Day®.

Where will Hybrids be sold?

The Skin Perfecting Primer Acne and Shine Control, Absolute Bronzing Boost SPF 15 | PA ++ and Soothing Skin, Lip and Cuticle Care will be available at Murad.com, the Murad Inclusive Health Spa®, and the Murad Inclusive Health® Medical Group beginning **May 2011**. Starting **June 2011**, Sephora, Ulta and leading spa and salon locations will begin offering the retail products.

(more)



Murad®

All other Hybrids products are currently available at Murad.com, the Murad Inclusive Health Spa, the Murad Inclusive Health Medical Group, Sephora, Ulta, and leading salon and spa locations.

For more information, to purchase or to find the nearest location featuring the Hybrids line, call 1.800.33.MURAD or visit Murad.com.

**Individual results will vary. Ingredient study on file.*

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