

-- Media Backgrounder --
Murad® Man Line

What is Murad Man?

The Murad Man collection is the first Murad line specifically designed to address male skincare concerns. These science-based skincare solutions were developed by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA, and founder of Murad, Inc., with his son Jeff Murad, Murad's Vice President of Product Development, to share with men the benefits of Murad's decades of skin health research. The products in the Murad Man line create an easy-to-use regimen that improves the health of skin and provides protection against everyday environmental assaults. Murad Man is perfect for a man who wants to maximize his grooming routine as well as providing a quick, easy and effective solution to redness, razor bumps, ingrown hairs and shaving related irritation.

As with all Murad products, Murad Man formulas are rooted in the Science of Cellular Water™, Murad's proprietary system for optimizing cell hydration and skin health.

What is unique about Murad Man products?

The Murad Man line contains exclusive blends of AHAs to exfoliate and stimulate skin renewal as well as antioxidants, anti-inflammatories and hydrators – Dr. Murad's classic recipe for skin health. The regimen deep cleans, provides a soothing irritation-free shave, protects skin from environmental damage, and balances oily and dry skin zones. In addition, Murad Man also contains ingredients with anti-aging properties which help leave fresh skin looking and feeling more youthful.

Step 1 Cleanse | Tone

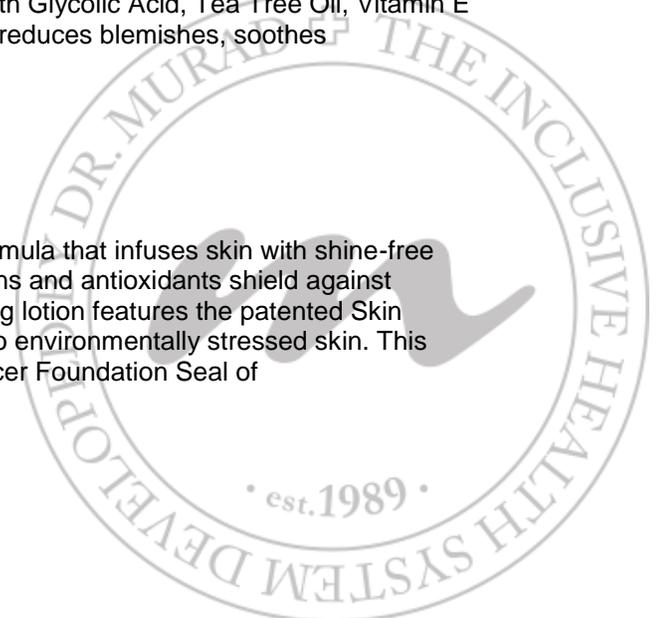
- **Cleansing Shave**
This patented antioxidant-rich cleansing formula features Murad's exclusive Beard Softening Complex® and Mushroom Enzyme exfoliants to uncover stubborn facial hairs and prepare skin for shaving. This two-in-one formula creates a rich lather that is ideal for shaving or cleaning skin.
(6.75 FL. OZ., \$28.00)

Step 2 Treat | Repair

- **Razor Burn Rescue®**
This patented formula fights razor burn, shaving irritation, razor bumps and ingrown hairs by infusing skin with a unique blend of healing antioxidants and redness reducing anti-inflammatories. With Glycolic Acid, Tea Tree Oil, Vitamin E and Panthenol, Razor Burn Rescue also reduces blemishes, soothes inflammation and moisturizes skin.
(1.5 FL. OZ., \$37.00)

Step 3 Hydrate | Protect

- **Face Defense® SPF 15**
Face Defense SPF 15 is a lightweight formula that infuses skin with shine-free moisture while broad spectrum sunscreens and antioxidants shield against UVA/UVB damage. This quickly absorbing lotion features the patented Skin Repair System to help restore elasticity to environmentally stressed skin. This product has been awarded the Skin Cancer Foundation Seal of Recommendation.
(2.0 FL. OZ., \$35.00)



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 is Murad Man sold?

Murad Man 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 featuring the Murad Man line, call 1-800-33-MURAD or visit Murad.com.

Did you know?

Using an exfoliating cleanser prior to shaving will remove dead skin, helping hair to stand up for a closer shave. To help avoid razor burn, do not press too hard when shaving or use a dull blade. In addition, newly shaved skin is more vulnerable to environmental damage, making it essential to use a moisturizer with SPF protection after shaving.

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