

-- Media Backgrounder --

## Murad® Redness Therapy® Line

### What is Murad Redness Therapy?

Murad's Redness Therapy line is specially formulated to target excessive skin redness and Rosacea-like symptoms along with other factors such as sensitivity, flushing, heat and overall tightness. This type of skin sensitivity is influenced by outside factors; in order to reduce the severity and frequency of these triggers, fragile skin requires vital nutrients to strengthen cell function and reduce inflammation. Redness Therapy delivers agents that will help to calm and soothe current symptom and prevent future occurrences while addressing over-processed skin.

### What is unique about Redness Therapy products?

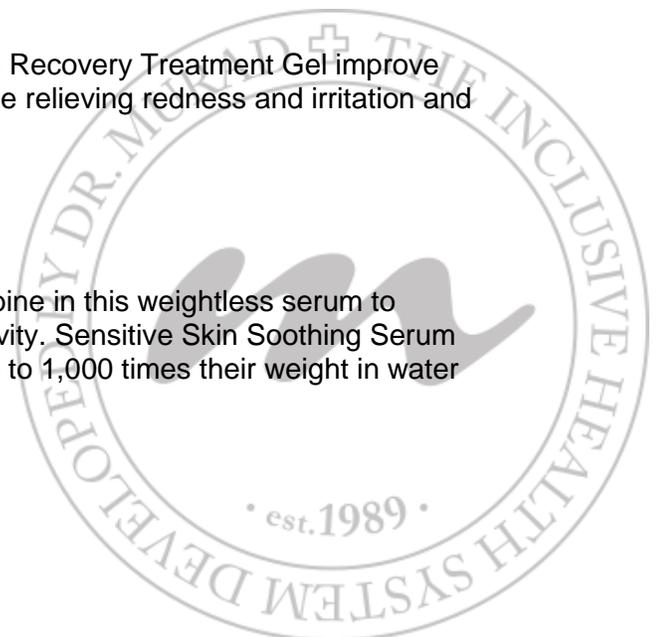
Superfruit Goji Berry Extract is a featured ingredient in Redness Therapy for its power to provide exceptional nourishment to dry, flaky skin while reducing inflammation. Pomegranate Extract acts as a powerful antioxidant that helps to protect skin from free radical damage. Azelaic Acid and Peppermint Leaf Extract help to reduce stinging and discomfort in order to soothe and calm red skin. As with all Murad products, this comprehensive skincare line contains the Murad Recipe of hydrators, anti-inflammatory agents and antioxidants to help strengthen skin's barrier function and protect against free radical damage.

### Step 1 Cleanse | Tone

- **Soothing Gel Cleanser**  
Soothing Gel Cleanser gently washes away irritating impurities while helping to calm skin and relieve tightness and discomfort. Moisture-enriched beads soften rough, dry skin and help reduce the appearance of redness.  
(6.75 FL. OZ., \$27.00)

### Step 2 Treat | Repair

- **Recovery Treatment Gel**  
Azelaic Acid and Goji Berry Extract in Recovery Treatment Gel improve hydration and calm inflamed skin while relieving redness and irritation and reducing the feeling of sensitivity.  
(1.7 FL. OZ., \$54.00)
- **Sensitive Skin Soothing Serum®**  
Hyaluronic Acid and Glycolipids combine in this weightless serum to improve hydration and reduce sensitivity. Sensitive Skin Soothing Serum contains super-hydrators that hold up to 1,000 times their weight in water in order to calm irritation.  
(1.0 FL. OZ., \$51.00)



## Step 3 Hydrate | Protect

- **Correcting Moisturizer Broad Spectrum SPF 15 | PA ++**  
Licorice Root Extract reduces surface redness by neutralizing irritants and minimizes redness with a color correcting tint. Correcting Moisturizer SPF 15 provides all day hydration while also shielding against sun damage. (1.7 FL. OZ., \$39.00)

### 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 Redness Therapy sold?

Redness Therapy 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 Redness Therapy line, call 1-800-33-MURAD or visit Murad.com.

### Did you know?

Many times Rosacea is mistaken for acne. Redness symptoms can gradually worsen over time so it is best to see your skincare professional to determine an appropriate daily regimen.

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