

-- Media Backgrounder --

Murad® Resurgence® Line

What is Murad Resurgence?

Murad's Resurgence line is a revolutionary skin care system developed to target the signs of hormonal skin aging. Resurgence formulas contain breakthrough technology that delivers essential fatty acids and plant-derived phytoestrogens to help replenish essential hormones that diminish with age. Focused on restoring skin firmness and hydration, the Resurgence line targets skin problems women have associated with hormonal aging, leaving skin looking and feeling smoother and younger.

What is unique about Resurgence products?

Murad Resurgence is the first comprehensive line of products created to address the signs of hormonal aging. Resurgence formulas have been created to target skin problems associated with hormonal aging including dryness, thinning and fragility, medium to deep fine lines and wrinkles, lackluster tone and sagging.

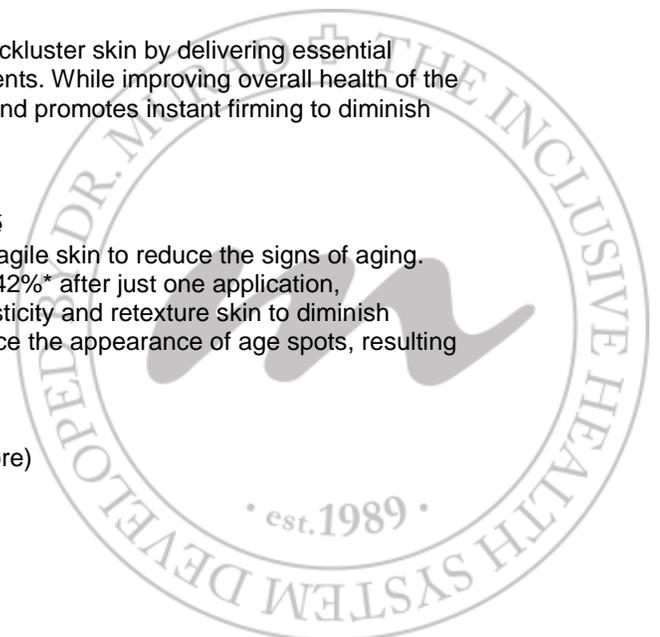
Step 1 Cleanse | Tone

- **Renewing Cleansing Oil for face, eyes and lips**
Non-comedogenic cleanser that utilizes a powerful combination of natural botanical oils to gently remove impurities, irritants and eye and lip makeup. This formula eases dryness and restores suppleness to dull skin by maintaining the skin's natural moisture barrier to revitalize and restore a youthful glow.
(6.0 FL.OZ., \$32.00)
- **Renewing Cleansing Cream**
Pearlized, ultra-moisturizing wash gently exfoliates to restore skin's youthful glow. Delivers a boost of hydration and protects skin's natural moisture barrier.
(6.75 FL. OZ., \$36.00)

Step 2 Treat | Repair

- **Age Diffusing Serum**
AHAs and Palmitoyl Pentapeptide-4 work together in this clinically proven formula to increase skin firmness by 42% in 10 minutes* and to reduce the appearance of medium to deep wrinkles. Phytoestrogens naturally improve elasticity, inhibit degeneration of collagen and deliver essential moisture to plump and reduce sagging.
(1.0 FL. OZ., \$74.00)
- **Age-Diffusing Firming Mask**
This rich, at-home facial targets dull, dry, lackluster skin by delivering essential moisture through a unique blend of ingredients. While improving overall health of the skin, this formula enhances skin elasticity and promotes instant firming to diminish the appearance of fine lines and wrinkles.
(1.7 FL. OZ., \$68.00)
- **Rejuvenating Lift for Neck and Décolleté**
Rapidly firms, smoothes and rejuvenates fragile skin to reduce the signs of aging. Clinically proven to increase skin firmness 42%* after just one application, Rejuvenating Lift also helps to improve elasticity and retexture skin to diminish thinness and sagging while helping to reduce the appearance of age spots, resulting in a more youthful look and feel.
(1.7 FL. OZ., \$55.00)

(more)



- **Renewing Eye Cream**
Best selling, triple benefit eye cream treats and prevents under-eye damage to reduce dark circles and illuminate the eye area. Palmitoyl Pentapeptide-4 reduces medium to deep crow's feet and diminishes puffiness for a brighter appearance.
(0.5 FL. OZ., \$75.00)

Step 3 Hydrate | Protect

- **Sheer Lustre Day Moisture Broad Spectrum SPF 15 | PA+++**
Restores elasticity, smoothes fine lines and reveals a healthy-looking glow. Shea Butter delivers essential hydration while a special blend of luminescent minerals leave complexion naturally radiant -- even without makeup.
(1.7 FL. OZ., \$70.00)
- **Age Balancing Night Cream**
Ultra-rich hydrating cream restores suppleness and minimizes wrinkles. Essential fatty acids and Starflower oils provide and lock in intense hydration against dry, dull skin while Shea Butter encourages cell turnover to improve skin texture.
(1.7 FL. OZ., \$82.00)

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, live and feel Better Every Day®.

Where is Resurgence sold?

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

Did you know?

During the years leading up to menopause (Late 20s to mid 40s) estrogen levels in the blood gradually decline. This decline not only has an impact on the reproductive cycle, it has an impact on all organs, like the skin, that have estrogen receptors and use estrogen as a chemical signal. In the case of skin, estrogen triggers collagen production. Studies show that skin loses up to 30% of its collagen within the first 5 years after menopause which leads to skin becoming dry, fragile and wrinkled as well as more prone to acne breakouts.

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