

–Media Backgrounder –

Murad® White Brilliance® Line

What is Facial Pigmentation?

Facial pigmentation is a broad description for uneven skin coloring and includes such common complaints as age spots, sun spots, freckling and mottling. Pigment disorders can be caused by a number of factors and can affect all age and racial groups. Because these all stem from irregular production of melanin – the chief pigment in our skin - regulating the melanin production cycle has always been the goal of treatment. While many products claim to even tone while diminishing discolorations and blotchiness, many whitening products have harsh side effects.

Women around the world have been waiting for a gentle approach that can give them a bright, even complexion and more radiant, healthier skin.

What is unique about Murad White Brilliance line?

Murad's White Brilliance line is a patented, comprehensive solution to lighten and brighten skin that addresses uneven skin tone, discoloration, dark spots, large pores and wrinkles. Designed by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad Inc., White Brilliance improves skin luminosity, evens complexion, and lightens spots while boosting skin renewal and minimizing the appearance of large pores for a luminous, even complexion without the harsh effects of traditional whitening products.

Murad's White Brilliance regimen features **3X White™** technology – Murad's proprietary whitening blend. This technology works in three ways to deliver maximum lightening action. Vitamin C, a potent brightening agent and antioxidant, clarifies and brightens skin to promote a more even tone while encouraging collagen production. Gentle exfoliator promotes cell turnover to help purge dark damaged cells and restore skin's natural clarity. Tyrosinase inhibitors provide more intense whitening by inhibiting the formation of melanin to diminish current pigment issues and prevent future pigment issues from developing.

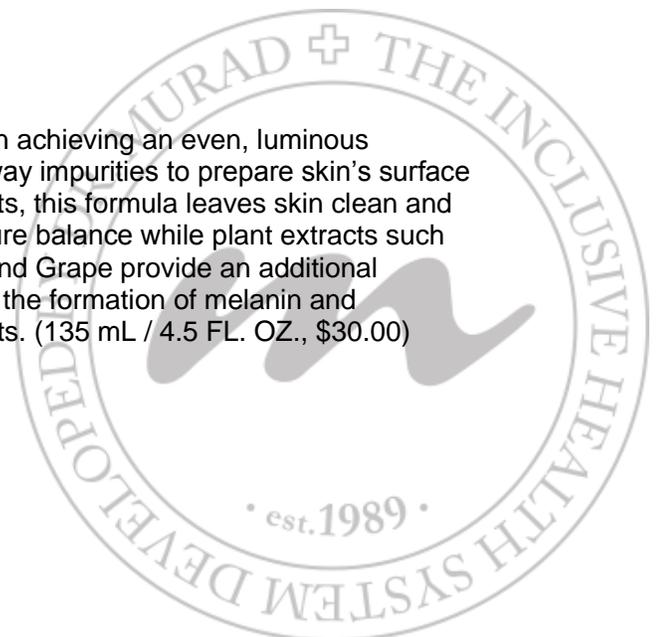
As with all Murad products, the White Brilliance formulas are rooted in The Science of Cellular Water™, Dr. Murad's research into optimal cell hydration and skin health.

Step 1 Cleanse | Tone

- **Gentle Cleanser**

This moisture-rich product is the first step in achieving an even, luminous complexion. Gently cleansing and lifting away impurities to prepare skin's surface for maximum absorption of lightening agents, this formula leaves skin clean and bright. Sodium PCA improves skin's moisture balance while plant extracts such as Scutellaria, White Mulberry, Saxifrage and Grape provide an additional whitening and lightening effect by stopping the formation of melanin and diminishing the appearance of existing spots. (135 mL / 4.5 FL. OZ., \$30.00)

(more)



Step 2 Treat | Repair

- **Wrinkle and Pore Refining Treatment**

This multi-benefit product brightens and evens skin tone while lightening dark spots, refining pores, and minimizing fine lines and wrinkles. Lentil Seed Extract reduces the appearance of pores by 62%, leaving the complexion more uniform and brighter. Palmaria Palmata Extract provides additional intense whitening, while Advanced Vitamin C technology attacks dark spots and brightens the skin, preventing the formation of future spots and pigmentation while promoting an even-toned complexion. (30 mL / 1.0 FL. OZ., \$89.00)

Step 3 Hydrate | Protect

- **Illuminating Day Moisture SPF 30 | PA++**

Providing intense moisture and hydration, this light lotion illuminates and hydrates skin while protecting it from the harmful effects of UVA/UVB rays. Broad spectrum UV protection prevents the formation of additional melanin (age spots etc.) while diminishing dullness and discoloration. Antioxidants fight sun and free radical damage, while the PA+++ rating provides the highest protection against UVA rays. Pearl Powder instantly illuminates the skin, giving it a more balanced appearance. (50 mL / 1.7 FL. OZ., \$65.00)

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 White Brilliance sold?

Available at select Sephora locations, Sephora.com and the flagship Murad Inclusive Health Spa®. For more information or to find the nearest location, call 1-800-33-MURAD.

Did you know?

Skin color is determined by the melanin pigment it produces. Melanin is the substance that gives the skin and hair its natural color. It also gives color to the iris of the eye, feathers, and scales. Melanin filters and absorbs UV light to provide a natural protection against sun burns. Unfortunately, it does not provide complete broad spectrum protection. The surge in melanin production we see as a sun-tan, is in fact an indication that skin cells have been damaged by penetrating UVA rays.

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