

—Media Fact Sheet—  
**Murad® Pore Reform™**  
**Blackhead & Pore Clearing Duo**

**WHAT IT IS:** Murad's Blackhead & Pore Clearing Duo is a fast-acting two step treatment consisting of Blackhead Remover and Pore Refining Sealer that helps reduce blackheads and provide pores with lasting protection against impurities. Blackhead & Pore Clearing Duo extracts stubborn debris from deep within the pores and is clinically proven to reduce the formation of blackheads by an average of 58%\*.

Blackhead & Pore Clearing Duo is a part of Murad's NEW Pore Reform line, which was created to help strengthen the pores' natural support structure and reduce the appearance of blackheads caused by dead skin cells, oil and dirt in the follicles. By keeping pores clear of clogging debris and regulating oil production, Pore Reform balances the health of the skin's surface layer to provide a smooth, refined and even complexion as part of Dr. Murad's unique Inclusive Health® system.

**FEATURES/  
BENEFITS:**

- Clinically proven to reduce the formation of blackheads by an average of 58%\*.
- Volcanic Mineral Clay and Shikakai Extract detoxify, drawing out dirt and excess oil to purify pores
- Oxidation Reversal Complex targets sebum oxidation, the leading cause of blackheads
- Pomegranate Seed Oil acts as an astringent, tightening pores and refining complexion

**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®.

**HOW TO USE:** Use Blackhead & Pore Clearing Duo 2-3 times per week as needed.

**Blackhead Remover:**

Apply generously to areas prone to blackheads. Leave on for up to 10 minutes. Add warm water and gently massage into skin to exfoliate. Rinse thoroughly and pat dry. Follow with Pore Refining Sealer.

**Pore Refining Sealer:**

Immediately following use of Blackhead Remover, apply a thin layer to entire face. To help prevent future blackheads, apply a second layer 12 hours after initial treatment. Follow with a Murad Step 3 moisturizer after each application.

**RETAIL PRICE:** \$49.50 for 2.0 FL. OZ.

**AVAILABILITY:** Available at the Murad Inclusive Health Spa,® Murad.com, Sephora, Ulta, and leading salon and spa locations July 2013. For more information, to purchase or to find the nearest location, call 1-800-33-MURAD or visit Murad.com.

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*\*In five days. Individual results will vary. Ingredient study on file.*

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