

—Media Fact Sheet—

Murad® Pore Reform™ Daily Cleansing Foam

WHAT IT IS:

Murad's Daily Cleansing Foam is a dual-action foaming cleanser that exfoliates away dirt, oil and pore-clogging impurities. This formula uses Alpha Hydroxy Acids and antioxidant-rich pomegranate extract to tone and tighten pores, leaving skin clear, soft and smooth without stripping skin of essential oils.

Daily Cleansing Foam 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 skin's surface layer to provide a smooth, refined and even complexion as part of Dr. Murad's unique Inclusive Health® system.

FEATURES/ BENEFITS:

- Witch Hazel and Copper Gluconate remove excess oil without stripping skin of its natural moisture
- Pomegranate and Japanese Alder Flower Extracts revitalize and provide powerful antioxidants to prevent free-radical damage
- Energizing Pomegranate Complex™ stimulates healthy cell function and infuses skin with a healthy glow
- Sodium PCA helps balance skin
- Tones and tightens pores without over-drying

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:

Massage a small amount over dampened face and neck. Rinse with warm water and pat dry. Follow with a Murad Step 2 treatment.

RETAIL PRICE:

\$28.00 for 5.1 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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