

## MURAD® EXPANDS AWARD-WINNING ACNE LINE WITH LAUNCH OF FAST-ACTING TREATMENT PRODUCTS

*Non-Irritating Acne Solutions Powerfully Treat Breakouts and Rapidly Reduce Pimple Severity*

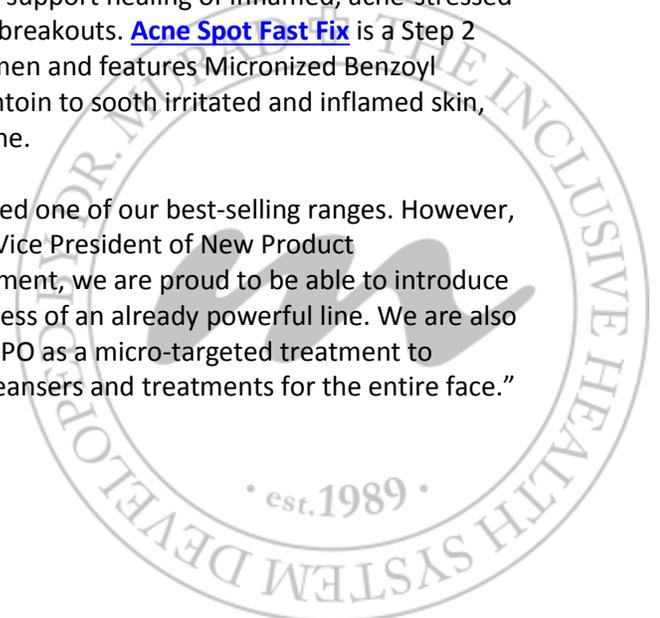
EL SEGUNDO, Calif. – Feb. 25, 2014 – [Murad, Inc.](#), the skincare brand synonymous with high-performance, science-based products, announced today the addition of two new products, [Acne Spot Fast Fix](#) and [Acne Clearing Solution](#), which are proven to enhance the effectiveness of the company's already award-winning Acne line. Designed to quickly and effectively reduce breakouts by targeting and treating acne-causing bacteria and debris without causing irritation, Acne Spot Fast Fix and Acne Clearing Solution deliver proven results. In clinical studies, **96% of Acne Clearing Solution users saw clearer skin in just 72 hours\*** and **Acne Spot Fast Fix helped reduce pimple severity in as little as 1 day\***.

Backed by the company's promise to provide scientifically-proven formulas, the launch of Acne Spot Fast Fix also marks the introduction of the first-ever Murad product to contain Benzoyl Peroxide (BPO). Prior to this launch, Murad's Acne formulas have been based only on Salicylic Acid and Sulfur because, until recently, the only form of BPO commonly available was highly likely to cause redness, dryness, extreme irritation and even a burning sensation for some users. Recent advances in technology have allowed Murad to create Acne Spot Fast Fix, which utilizes Micronized Benzoyl Peroxide delivered in a unique new system called hydrophase. Hydrophase enables the formula to better penetrate into pores rather than sit on the skin's surface, thereby delivering the acne-fighting power of Benzoyl Peroxide without causing irritation.

"At Murad, we always look at how we can effectively treat acne in a way that addresses all of the issues that are causing it. This means using ingredients that not only treat the problem, but also those that will protect the skin's barrier function and make it as healthy as possible so it can take care of itself," said Howard Murad, M.D, FAAD, founder of Murad, Inc. and the Inclusive Health® movement. "Acne is a condition that affects people of all ages, not just teenagers and, because it is so difficult to treat, it can be emotionally debilitating, causing serious self-esteem issues. We are confident that these new products will alleviate the visible symptoms of acne and help ease the stress that often accompanies the condition."

[Acne Clearing Solution](#) is a Step 2 full-face treatment product that is meant for daily use to help achieve healthy, blemish-free skin. The formula contains Salicylic Acid and Queen of Meadow Extract to fight breakouts and keep pores clear, a Vitamin blend to soothe and support healing of inflamed, acne-stressed skin, and Retinol and Tea Tree Oil to purify and prevent future breakouts. [Acne Spot Fast Fix](#) is a Step 2 spot treatment that can be added to any current skincare regimen and features Micronized Benzoyl Peroxide, to effectively clear breakouts, Great Burnet and Allantoin to soothe irritated and inflamed skin, and Niacinamide to minimize redness and restore even skin tone.

"Murad's original Acne line launched in 1988 and it has remained one of our best-selling ranges. However, at Murad we never stop striving to improve," said Jeff Murad, Vice President of New Product Development at Murad. "After intensive research and development, we are proud to be able to introduce two new products that will significantly enhance the effectiveness of an already powerful line. We are also excited to offer an effective, non-irritating, formula featuring BPO as a micro-targeted treatment to complement the line's full range of Salicylic Acid based acne cleansers and treatments for the entire face."



Acne Clearing Solution (\$39.00 for 1.7 FL. OZ.) and Acne Spot Fast Fix (\$16.00 for 0.5 FL. OZ.) will be available at the Murad Inclusive Health Spa®, Murad.com, Sephora, March 2014 and at Ulta and other leading salon and spa locations beginning July 2014. For more information about Acne Clearing Solution, Acne Spot Fast Fix or any other products, please visit [Murad.com](http://Murad.com).

## **ABOUT MURAD, INC.**

Murad was founded in 1989 by Dr. Howard Murad, a board certified dermatologist, trained pharmacist and Associate Professor at the UCLA, Geffen School of Medicine. Murad offers people a path to youthful good health through science-based, clinically-proven skincare and healthcare products that have been developed as part of Dr. Murad's Inclusive Health® system of care. With a full range of skin-condition-specific, high-performance products for home and spa—backed by 19 unique patents for advancing the science of skin health and a 30 year legacy of research and clinical testing—millions of people look to Murad with confidence for products, services and tools to help them look, live and feel Better Every Day®.

Murad is used and recommended by over 30,000 professionals all across the globe and is sold in over 40 countries.

For more information go to [Murad.com](http://Murad.com), [Facebook.com/murad](https://www.facebook.com/murad) or [@MuradCares](https://twitter.com/MuradCares) on Twitter.

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*\*In a Murad sponsored study. Individual results will vary. Study results on file.*

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