

MURAD® INCLUSIVE HEALTH® PRONG 3: EMOTIONAL SELF-CARE

What is Emotional Self-Care?

Because stress damages your health at the cellular level, Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad Inc., has determined through clinical research that managing stress is a critical part of an Inclusive approach to optimizing health as it promotes and protects cellular integrity.

As described by Dr. Murad, Emotional Self-Care focuses on looking for natural ways to help people reduce stress by achieving psychological and social balance. Such natural stress reducers include relaxation services that are offered at spas, exercise, group social activities, support groups to nurture the psyche, maintaining connections with others, discovering and pursuing a passion such as painting or dancing and reducing isolation to promote a healthy sense of self.

The benefits of Emotional Self-Care have long been established at the psychological level, and now have been conclusively proven at the cellular level. The stress inherent in an unbalanced life chronically over-stimulates the nervous system and causes an outpouring of adrenaline, cortisol and other stress-related hormones. This hormonal overload taxes all the body's systems and can ravage the cells. That's why Emotional Self-Care is a key part of protecting and promoting cellular health and advancing overall improved health and appearance.

"Beautiful skin is a reflection of health that encompasses a person's physical, emotional, and spiritual well-being," said Dr. Murad. "Everything in the body is connected, so naturally, a sense of well-being and balance will reflect in your health and your skin."

What is Inclusive Health?

Inclusive Health provides people with a path to overall healthier living, which is most visible as healthy, beautiful skin. It promotes and protects the health of all the cells throughout the body. Inclusive Health is an overlapping system designed to optimize the integrated health of the mind, skin and body through a three-prong approach to care that includes Topical Care (appropriate skin care regimens and professional services), Internal Care (proper nutrition and supplementation) and Emotional Self-Care (managing stress and maintaining a healthy connection to yourself and your surroundings). The Inclusive Health philosophy advocates a cell-focused approach to care that is based upon Dr. Murad's research into the The Science of Cellular Water™ - research that has guided the development of all Murad's products and treatments. Unlike most quick-fix health and wellness programs, which only address symptoms, Inclusive Health works globally to improve the health of every cell in the body. Not only does this provide a more complete and swift resolution of obvious symptoms – Inclusive

(more)

2-2-2-2 Emotional Self-Care

Health brings about a fundamental transformation that brings every system in the body to peak health. Unlike fad diets and programs based upon denial and other extremes that cannot be sustained, Inclusive Health is an easy and rewarding lifestyle that works for an entire lifetime and provides the constant reinforcement of helping you to feel and look your absolute best.

Dr. Murad's 10 Tips to Improve Emotional Self-Care

1. **Take control of your physical health.** Physical activity will improve your health and your mood.
2. **Smile and laugh at least once a day.** Smiles and laughter actually change our brain chemistry.
3. **Improve your diet.** Use Dr. Murad's "Pitcher of Health" as your nutritional guide and you will look and feel your best.
4. **Surround yourself with positivity.** Moods are contagious, so surround yourself with people who demonstrate positive attitudes.
5. **Splurge on yourself.** Get a massage, facial or manicure. A visit to the spa is one of the best ways to manage stress and promote relaxation.
6. **Don't lose sight of your needs.** Everyone is happiest when you're happy too. Remember, the most important person in the world is YOU!
7. **Practice yoga.** Yoga teaches you how to stand tall and hold good posture—the simple change in physical attitude will make you look and feel your best.
8. **Write down three good things every day.** Remembering the good things that happen to you will help you focus on the positive.
9. **Choose happiness!** Follow Dr. Murad's advice. "The best is yet to come—you just have to let it enter!"
10. **Get 8 hours of sleep.** Getting the right amount of sleep helps ensure that you are alert, focused and ready to attack the day.

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Contact:
Brenna Israel
Murad, Inc.
310.726.3335
bisrael@murad.com