

The Science of Cellular Water™

-- Media Backgrounder --

What is The Science of Cellular Water?

The world's most comprehensive approach to understanding health and aging, The Science of Cellular Water looks at the ability of cell membranes to hold water as the fundamental marker of youthful good health. The scientific investigations in this area are the outgrowth of pioneering research by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad®, Inc.

Dr. Murad reduces this sophisticated theory to simple layperson's terms: "Just as cut flowers wither and lose their beauty unless they are kept in water, if we allow the cells in our skin to lose water, we too will 'wither' and age prematurely."

Practical Application of The Science of Cellular Water

Dr. Murad has conducted extensive studies confirming that by providing internal and external support for the skin's cell membranes, the signs of aging can be dramatically reversed. The results of Dr. Murad's research have been incorporated into his line of topical skincare treatments and dietary supplements. Because skin looks its youngest and most beautiful when it is healthy, every Murad product improves the appearance of the skin by enhancing health from the cellular level up.

The Murad Recipe

The ultimate expression of the Science of Cellular Water, and Dr. Murad's decades of experience as a practicing dermatologist, is the "recipe" for cellular health that is at the heart of all of his formulas.

When Dr. Murad began to develop his internal and topical skincare formulas to help his patients, his research revealed three basic skin health issues that these formulas needed to address, regardless of the condition they were developed to help.

Because the single most common skin issue is dryness, Dr. Murad added fundamental **hydrators** to every one of his formulas. These ingredients improve the skin's ability to attract and hold water both at the surface and at the cellular level. To maximize effectiveness, Dr. Murad frequently includes both water-based, such as Sodium PCA and Hyaluronic Acid, and oil-based Essential fatty acids and Ceramides in his topical formulas. His internal formulas contain ingredients, like essential fatty acids, phyto-lipids, polysaccharides, glucosamine, amino acids, and phosphatidylcholine/lecithin that the body needs to build strong connective tissue and strong cells that are able to attract and hold water.

(more)



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Since uncontrolled inflammation leads to redness, edema and consequent tissue damage, as well as formation of cell-damaging free radicals, Dr. Murad added **anti-inflammatories** to his formulas. These compounds give his topical formulas the ability to soothe and quiet the skin and help his internal supplements reduce the chronic systemic inflammation that can lead to serious health issues for skin and for all systems within the body. Licorice Extract, Arnica and Zinc are some of the anti-inflammatories commonly featured in Dr. Murad's formulas.

The last, but perhaps most critical common issue, was free radical damage. Whether externally generated from UV radiation and other environmental assaults, or generated internally from pathogens, metabolic processes or inflammation, free radicals are constantly assaulting the cells of the skin and the entire body. By adding free radical scavenging **antioxidants** to his internal and topical formulas, Dr. Murad was able to offer an entirely new level of protection against cell damage. In addition to the commonly known antioxidants, such as vitamins C and E, Dr. Murad has incorporated powerful antioxidant compounds derived from plants used in traditional healing such as turmeric, goji-berry, pomegranate and durian into his formulas.

A combination of these three classes of ingredients, hydrators, anti-inflammatories and antioxidants, is now known world-wide as **The Murad Recipe** and it is featured in every Murad product.

Did you know?

As we age, our cells lose water. When we are babies, approximately 75% of our body is water. By the time we reach middle age, our body's water content can be as low as 50%. The good news is there is a way to repair those cells – by incorporating The Science of Cellular Water into your daily life.

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The Cellular Water Principle[®]

The key measure of health is each cell's ability to hold water, therefore, if we build stronger cells, we can fight disease and reverse the signs of aging.

Howard Murad, M.D.

TYPICAL ADULT SKIN CELL CYCLE



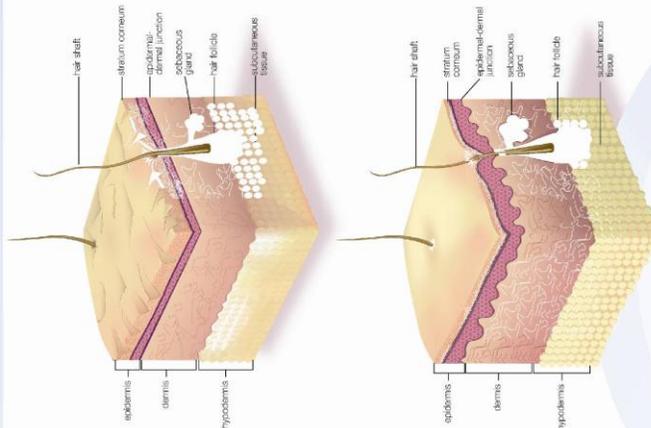
Fragile Cells
New cells have more fragile membranes—they lack the resilience and strength of cells created in young skin.



Uncontrolled Free Radical Damage
Inflammation increases the free radical load, increasing the number of assaults on cells.



Older Cell Population
Cell turnover slows as the body ages—so a growing proportion of cells in the skin are weak and damaged.



Poor Skin Health
Damaged cells cannot retain the water they need for optimal function, and the decline in the skin's overall health is apparent, as wrinkles, cellulite, dryness and crepiness.



Younger Cell Population
Rapid cell turnover quickly clears the skin of weak and damaged cells.



Cell Protection
Anti-inflammatories and antioxidants, both topical and internal, decrease the frequency and severity of free radical assaults.



Strong New Cells
The body is flooded internally with micro nutrients to create the ideal environment for the production of healthy strong cells.

ADULT SKIN CELL CYCLE SUPPORTED INTERNALLY AND EXTERNALLY BY MURAD

Beautiful Healthy Skin
A higher population of healthy strong cells with water-tight membranes improves skin strength and barrier function, reduces the signs of aging and restores skin's youthful appearance.

Murad | *m*

Transforming Skincare Through the Science of Cellular Water™

Topical Skincare | Internal Skincare | Inclusive Health®