

Inclusive Health®

What is Inclusive Health?

Inclusive Health is the revolutionary healthcare approach created by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad®, Inc., that tackles cellular restoration through a 3-pronged approach - Topical Care, Internal Care and Emotional Self-Care. Inclusive Health guides the development of all Murad products and integrative multi-disciplinary treatment protocols. This philosophy also fuels Dr. Murad's crusade to seek out new ingredients and to develop innovative therapeutic modalities.

Through Inclusive Health, Dr. Murad integrates his breakthrough research into The Science of Cellular Water™ into a whole-body approach to wellness. The Science of Cellular Water, also known as The New Science of Aging, demonstrates that the fundamental marker of youthful good health is the ability of the cell membrane to efficiently hold water. Dr. Murad's discoveries in The Science of Cellular Water are at the heart of Murad's Inclusive Health approach which improves appearance and wellbeing by improving health from the cellular level up.

The 3-Prongs of Inclusive Health

Inclusive Health uses a 3-pronged approach that addresses the mind, skin and body, and includes programs that focus on topical, internal and emotional concerns.

- **Topical Care** addresses skin, the body's largest organ and first line of defense. This includes topical treatments such as esthetic facials, appropriate skin care regimens and cosmetic medical services. Murad's topical products support and enhance the skin's barrier function to protect cells from environmental damage and dehydration while encouraging healthy cell turn-over so that surface layers have a higher population of stronger, younger cells. **Dr. Murad's Tip:** The enemy of healthy skin surrounds us every day in the form of environmental aggressors such as pollution and the harmful rays of the sun. Protect your skin while providing the care and nurturing required for a healthy, youthful appearance by using a powerful broad-spectrum sunscreen with antioxidants every day.
- **Internal Care** supports all aspects of a healthy lifestyle and encourages whole body health. This includes taking dietary supplements and eating raw fruits and vegetables that are rich in nutrients and vitamins to help build stronger cell membranes and aide in strengthening connective tissues. **Dr. Murad's Tip:** Take time for a healthy breakfast every day. Whole oats, grains, eggs and fresh fruit boost your metabolism. Maintaining a balanced, healthy diet can do wonders for your appearance and wellbeing.
- **Emotional Self-Care** helps people achieve psychological and social balance, shielding the body from cell-ravaging stress. Managing stress, maintaining a healthy connection to yourself and your surroundings, and a positive social environment will nurture the psyche. The final key to improved health and appearance is a balanced life involving body, mind and spirit. Taking the time to take care of yourself is not a luxury- it is truly the key to beautifully living. **Dr. Murad's Tip:** Your health and appearance are positively influenced by increasing your emotional and mental well-being. A visit to the spa is one of the best ways to promote stress relief and relaxation.

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2-2-2-2 Inclusive Health

By optimizing your internal, external and emotional environments, Inclusive Health gives your body and spirit the best opportunity to thrive. Studies at the Murad Research Laboratories have demonstrated that when these three environments are optimized, people don't merely report a perceived increase in their physical appearance, health and happiness – wellness is objectively reflected in an increase in intracellular water, just as predicted by The Science of Cellular Water.

The Murad Inclusive Health Program

Dr. Murad created the 10-week Inclusive Health Program, available at the flagship Murad Inclusive Health Spa® (MIHS) in Southern California and various other MIHS locations domestically, to promote enhanced physical and emotional wellbeing through Topical, Internal and Emotional Self-Care. During the initial Inclusive Health Consultation, a personal Inclusive Health Practitioner, trained by Dr. Murad himself, will conduct a dermatological, physical and emotional assessment. Based on that data and six universally recognized health metrics, the client will receive a Murad Inclusive Health Index (MIHI®) number, which is a quantifiable, scientific validation that reflects their current level of optimal living. Throughout the 10-week Inclusive Health journey, clients will see and feel their MHI increase as they learn and practice a new inclusive way of living.

Dr. Murad's Most Important Recommendations for Inclusive Health

“Eat a balanced diet as shown in the Pitcher of Health, do the things you enjoy and remember to take care of the most important person in the world; YOU! These tips will fill you with a deep satisfaction and passion for life.” – Howard Murad, M.D., FAAD

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