

MURAD® INCLUSIVE HEALTH® PRONG 1: TOPICAL CARE

What is Topical Care?

Skin is often the first, and certainly the most visible place to show the progressive signs of aging. That's why Dr. Murad designated Topical Care as the first prong in the Inclusive Health program. By targeting specific skin concerns and creating the ideal environment for cellular health, Dr. Murad has devised both professional and at-home treatment regimens that address each of the three primary types of aging seen in skin:

- **Genetic Aging:** The fundamental aging process that determines how soon and how severely your skin will show lines, wrinkles and other signs of maturing.
- **Hormonal Aging:** The aging caused by changes in a woman's hormone balance. This syndrome is marked by dryness, sagging, dullness and lack of resilience.
- **Environmental Aging:** The accelerated aging caused by repeated exposure to sun, smog, pollutants and other environmental assailants. This is typically seen through unwanted pigmentation (brown spots), dryness, roughness and blotchiness.

With a focus on Topical Care, we address the need to protect and promote the cells in the skin's surface layer. Topical care is part of an overall Inclusive program that supports healthy, beautiful skin by building the health of all the cells throughout the body. By helping to support a younger, healthier surface cell population through Topical care, we can rapidly diminish and reverse the most visible signs of aging.

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 skincare 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 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.

(more)

2-2-2-2 Topical Care

Dr. Murad's Topical Care Protocol

Twice Daily:

- Cleanse skin to remove irritants and impurities that can lead to inflammation or infection
- Treat skin to address specific skin needs and concerns
- Hydrate and protect skin using moisturizers that contain antioxidants, anti-inflammatories, hydrators and a broad-based SPF

Weekly:

- Exfoliate the skin to remove excess dead skin cells and promote healthy cell turnover

At Least Every 4 - 6 Weeks:

- Arrange for an appropriate professional facial as needed for problem skin that provides a more complete exfoliation and intense treatment

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