

—Media Fact Sheet—

Murad® Hybrids® Absolute Bronzing Boost™ SPF 15 | PA ++

WHAT IT IS:

Absolute Bronzing Boost SPF 15 | PA ++ is an oil-free liquid bronzer that provides a radiant sun-kissed glow while helping to restore and maintain an even skin tone. Absolute Bronzing Boost SPF 15 | PA ++ is a two-in-one cosmetic bronzing treatment that boosts the skin's UV resistance while firming and conditioning the skin.

Absolute Bronzing Boost SPF 15 | PA ++ is part of Murad's award-winning Hybrids line of cosmetic make-up treatments, designed for individuals who want to disguise flaws, enhance skin texture, and improve overall skin health.

FEATURES/ BENEFITS:

- **Active Pigment Support** encourages skin's natural ability to produce an even layer of melanin, the UV absorbing antioxidant pigment that gives skin a bronze glow
- **Premium cosmetic bronzer** immediately gives skin a beautiful, even touch of color
- **Melanin** and **antioxidants** help boost skin's resistance to UV damage and neutralizes free radical damage
- **Firming** and **conditioning agents** smooth texture and restore tone
- Internationally recognized PA++ rating certifies a level of protection against UVA rays that cause skin aging and damage DNA
- The light, oil-free liquid bronzer blends easily for buildable coverage

THE MURAD DIFFERENCE:

As with all Murad products, this formula is rooted in The Science of Cellular Water™, Murad's proprietary system for optimizing cell hydration and skin health.

HOW TO USE:

Blend evenly over face and neck. Coverage is buildable; apply as much or little as desired. Wear alone for a bronze glow or for more complete coverage mix in with foundation.

RETAIL PRICE:

\$38.00 for 1.0 FL. OZ.

AVAILABILITY:

Available in May 2011 at Murad.com, the Murad Inclusive Health Spa®, and the Murad Inclusive Health® Medical Group. Starting in June 2011, Absolute Bronzing Boost SPF 15 | PA ++ will be available for purchase at Sephora, Ulta, and leading salon and spa locations.

For more information, to purchase or to find the nearest location, call 1.800.33.MURAD or visit Murad.com.

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