

—Media Fact Sheet—

## Murad® Hybrids® Eye Lift Perfector

### WHAT IT IS:

Instantly increase firmness by 50% in 15 minutes with the Eye Lift Perfector, a natural-tinted formula that evens skin texture and tone. The Eye Lift Perfector hydrates, depuffs and minimizes dark circles to rapidly restore a youthful look to the eye.

Eye Lift Perfector is part of Murad's new Hybrids line of treatment cosmetics which have been specifically formulated to disguise flaws while improving skin's health. This new, innovative line from Murad combines high-performance technologies into single, convenient 2-in-1 problem solvers. Based on Murad's unique inclusive approach to skincare, Hybrids target skin concerns with formulas that simultaneously treat and conceal.

### FEATURES/ BENEFITS:

- Increases firmness by 50% in 15 minutes
- **5<sup>x</sup> Firming Technology** visibly lifts skin
- **Re-Luminate Complex** provides both instant and long term dark circle reduction
- **Smart Moisture System** hydrates and depuffs eye area
- Each 2-in-1 problem solver simultaneously treats and masks skin concerns
- Carry in cosmetic bag for quick on-the-go touch ups
- Convenient, travel friendly size

### AWARDS:

Granted the Good Housekeeping Seal

### 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:

Twist pen several times until product is dispensed. Pat gently beneath the eye until blended.

### RETAIL PRICE:

\$35.00 for 0.06 FL. OZ.

### AVAILABILITY:

Available at the Murad Inclusive Health Spa®, Murad.com, 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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Contact:  
Brenna Israel  
Murad, Inc.

310.726.3335  
[bisrael@murad.com](mailto:bisrael@murad.com)