

—Media Fact Sheet—

Murad® Hybrids® Skin Perfecting Primer Dewy Finish

WHAT IT IS:

Skin Perfecting Primer Dewy Finish is an oil-free primer in a universal shade that balances oil production, disguises flaws, evens skin texture and minimizes the appearance of pores. Used under or in place of foundation, Skin Perfecting Primer Dewy Finish creates the perfect radiant glow.

Skin Perfecting Primer Dewy Finish 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:

- **Pore Factor-5** minimizes the appearance of pores as it balances oil production
- **Adaptive Shade Technology** creates a perfect skin tone match
- Subtle tint evens skin tone to help disguise flaws while light-enhancing minerals create a radiant glow
- Vitamin C and E infuse skin with powerful antioxidants helping to prevent premature aging

AWARDS:

Named one of MORE Magazine's Top Must-Have's
One of Total Beauty's Rising Star Editor's Pick

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:

Every day after moisturizing, blend evenly over face and neck. Wear under or in place of foundation for a fresh look.

RETAIL PRICE:

\$35.00 for 1.0 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

