

—Media Fact Sheet—

Murad® Hybrids® Skin Perfecting Primer Matte Finish

WHAT IT IS: Skin Perfecting Primer Matte 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 to create a smooth powder finish. Used under or in place of foundation, Skin Perfecting Primer Matte Finish improves the look and feel of the skin instantly.

Skin Perfecting Primer Matte 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
- Scientific formula provides perfect matte finish coverage, offering a smooth, weightless feel
- Vitamin C and E infuse skin with powerful antioxidants helping to prevent premature aging

AWARDS: Granted the Good Housekeeping Seal
Awarded Best Makeup Primer for Shape Magazine- October 2011

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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