

—Media Fact Sheet—

Murad® Hybrids® Skin Perfecting Primer Acne and Shine Control

WHAT IT IS: Skin Perfecting Primer Acne and Shine Control reduces and prevents breakouts with Salicylic Acid while evening and refining skin texture. Used under or in place of foundation, this dual-functioning cosmetic treatment minimizes the appearance of pores and eliminates shine, leaving the skin with a smooth, matte finish.

Skin Perfecting Primer Acne and Shine Control is part of Murad's award-winning Hybrids line of cosmetic treatments, designed for individuals who want to disguise flaws, enhance skin texture and improve overall skin health.

**FEATURES/
BENEFITS:**

- **Probiotic Complex** helps promote resistance to harmful bacteria
- **Salicylic Acid** reduces blemishes and prevents future breakouts while dissolving dull, dry skin
- **Pore Factor-5** minimizes the appearance of pores while balancing oil production
- **Adaptive Shade Technology** creates a perfect skin tone match, wearable for virtually any skin shade and color

**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: Apply a thin layer to the face before or in place of foundation to control acne breakouts, reduce oil and minimize the appearance of pores.

RETAIL PRICE: \$35.00 for 1.0 FL. OZ.

AVAILABILITY: Available May 2011 at Murad.com, the Murad Inclusive Health Spa®, and the Murad Inclusive Health® Medical Group. Starting in June 2011, Skin Perfecting Primer Acne and Shine Control 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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Contact:
Brenna Israel
Murad, Inc.
310.726.3335
bisrael@murad.com

