

—Media Fact Sheet—

MURAD® HYBRIDS® SOOTHING SKIN, LIP AND CUTICLE CARE

WHAT IT IS: Soothing Skin, Lip and Cuticle Care rejuvenates and conditions dry, cracked, chapped skin, cuticles and lips on contact. This moisturizing salve restores skin softness and aides in immediate relief from minor skin irritations while gently exfoliating to smooth and improve moisture penetration.

Soothing Skin, Lip and Cuticle Care is part of Murad's award-winning Hybrids line of multipurpose cosmetic problem-solvers designed to enhance skin texture and improve overall skin health.

**FEATURES/
BENEFITS:**

- **Vitamin E** conditions and helps relieve chapped, cracked skin or lips
- **Beta Hydroxy Acids (BHAs)** gently exfoliate to smooth and revitalize while **Lanolin** protects skin and lips from the damaging effects of environmental exposure
- Convenient **cuticle pusher** cap keeps nail beds neat and healthy looking
- Creates a moisture barrier to protect and hydrate

**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: For first use, twist pen several times until product is dispensed. Apply to dry, chapped skin, lips and cuticles as needed.

RETAIL PRICE: \$16.00 for NET WT. 0.05 OZ.

AVAILABILITY: Available May 2011 at Murad.com, the Murad Inclusive Health Spa®, and the Murad Inclusive Health® Medical Group. Starting in June 2011, Hybrids Soothing Skin, Lip and Cuticle will be available for purchase at Sephora, Ulta, and leading salon and spa locations.

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Contact:
Brenna Israel
Murad Inc.
310.726.3335
bisrael@murad.com

