

—Media Fact Sheet—

Murad® Hybrids® Eye Lift Illuminator

WHAT IT IS: Instantly brighten and firm the skin around the eyes with the Eye Lift Illuminator. This neutralizing violet formula brightens the eye area and increases skin firmness by 50% in 15 minutes. Hydrate, depuff and minimize dark circles to rapidly restore a youthful look to the eye.

Eye Lift Illuminator 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 skin firmness by 50% in 15 minutes
- **5^x Firming Technology** visibly lifts the skin around the eye area
- **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
- Can be used as a highlighter for cheek bones and upper eye lid area
- Convenient, travel friendly size

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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