

Murad®

Inclusive Health®

What is Inclusive Health?

Inclusive Health is the revolutionary system of care created by Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad®, Inc., that tackles whole body restoration through a 3-faceted approach: Looking Better through high performance topical care; Living Better through nutritional care, dietary supplements and exercise and Feeling Better through strategies for finding passion and managing daily stress. All Murad products, professional protocols and lifestyle based programs are designed to work as components of Dr. Murad's Inclusive Health System.

Through Inclusive Health Dr. Murad integrates his breakthrough research in The Science of Cellular Water™, which has revealed the ability of the cell membrane to efficiently hold water as the fundamental marker of youthful good health, into a whole-body approach to care.

The 3-Facets of Inclusive Health

Inclusive Health uses a 3-faceted approach that can help people look, live and feel Better Every Day®.

- **Looking Better through topical care** is the facet that focuses on skin, the body's largest organ and first line of defense. This includes topical treatments such as esthetic facials, appropriate clinical skin care regimens and cosmetic medical services. Murad's products support and enhance the skin's barrier function to protect cells from environmental damage and dehydration while encouraging healthy cell turn-over... **Dr. Murad's Tip:** The enemy of healthy skin surrounds us every day in the form of environmental aggressors such as pollution and the harmful rays of the sun. Protect your skin while providing the care and nurturing required for a healthy, youthful appearance by using a powerful broad-spectrum sunscreen with antioxidants every day.
- **Living Better through nutrition, supplements and exercise**, is the facet that focuses on whole body health. By taking dietary supplements, eating water-rich raw fruits and vegetables and making physical activity part of your life, you can support the health and healthy function of every system in your body... **Dr. Murad's Tip:** Take time for a healthy breakfast every day. Whole oats, grains, eggs and fresh fruit boost your metabolism. Maintaining a balanced, healthy diet can do wonders for your appearance and wellbeing.

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- **Feeling Better through strategies for stress management.** Managing stress, pursuing your life's passion, maintaining a healthy connection to yourself and your surroundings, and a positive social environment will improve your mental and physical health. Taking the time to take care of yourself and to find meaning and passion in your life is truly the key to living well. **Dr. Murad's Tip:** Your health and appearance are positively influenced by increasing your emotional and mental well-being. A visit to the spa is one of the best ways to promote stress relief and relaxation.

The Murad Inclusive Health Program

Dr. Murad created the Inclusive Health Program, available at the Murad Inclusive Health Medical Group in Southern California and various other Murad Inclusive Health Spa locations domestically, to promote enhanced physical and emotional wellbeing. During the initial Inclusive Health Consultation, a personal Inclusive Health Practitioner, trained by Dr. Murad himself, will conduct a dermatological, physical and emotional assessment to determine the Murad Living Age of each client—a quantifiable, scientific validation that reflects their current level of optimal living. Throughout the Inclusive Health journey, clients will see and feel their Living Age improve as they learn and practice a new inclusive way of living.

Dr. Murad's Most Important Recommendations for Inclusive Health

“Eat Your Water, find your passion and remember to take care of the most important person in the world, YOU!” – Howard Murad, M.D., FAAD

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