



Product
Guide

Murad



We ignite your skin's most beautiful potential. Founded by dermatologist and pharmacist Dr. Howard Murad, we deliver skin wellness through our unique science of water, and continue to innovate high-performance technologies and formulas so our products, like your skin, just keep getting better.

Howard Murad, M.D., FAAD, is recognized around the world as a visionary for his unmatched scientific innovations. In 1989, he founded Murad to share his skincare formulas, which were among the first to achieve significant, measurable anti-ageing results without surgery. **Well-known and highly regarded for promoting skin health from within (not only with products), continues to innovate formulas and lead research for Murad.** He is an active philanthropist, inspirational speaker and author of bestselling books on ageing, health and skincare.

From the Doctor's Office to Your Door

Murad's retail and back bar product collections address every skin concern for customized results, regardless of age, skin type or environment.

Blemish Control

Award-winning products that take a gentle-yet-effective approach to clearing breakouts.

Age Reform™

Youth-boosting complexes help increase skin firmness, tone and hydration to reduce the key visible signs of ageing.

Environmental Shield™

Neutralize today's environmental aggressors, repair damage from yesterday's assaults and protect your skin's future with this powerful collection for skin showing signs of environmental ageing.

Resurgence™

Featuring the award-winning Retinol Youth Renewal products, Dr. Murad pioneered this high-performance skincare system to address firmness and elasticity.

Multi-Vitamin Infusion Oil

This revolutionary, non-comedogenic treatment oil powered by 6 key vitamins synergistically targets the signs of aging for a more youthful-looking complexion.

Eye Lift Firming Treatment

This professional-strength treatment instantly lifts, firms and visibly reduces the appearance of lines and wrinkles.

Sensitive

The key to soothing sensitivity is strengthening skin's defenses. Gently calm, cool and soothe to minimise redness and build non-reactive skin.

Murad®
SKIN WELLNESS
THROUGH CELLULAR HYDRATION™

Blemish Control

Concerns

- Breakouts
- Oil and shine

The Murad Solution

Murad's Blemish Control products are dermatologist developed to help rapidly reduce breakouts, large and clogged pores, accumulated cellular debris and excess oil. This easy-to-use system treats breakouts by promoting skin health and helping to keep it clear.



STEP 1

Time-release technology helps clear and prevent blemishes.

Clarifying Cleanser

Powerful cleanser with two types of salicylic acid purifies pores and treats blemishes—even after rinsing.



STEP 1

Eliminates oil and tightens pores.

Clarifying Toner

Oil-fighting formula eliminates skin impurities, controls surface shine and helps keep pores clean and clear.



STEP 2

Reduces shine and helps minimise breakouts.

Clarifying Mask

Natural, clay-based mask formulated to reduce irritation and treat breakouts while delivering powerful blemish medication.



STEP 2

Time-release technology helps clear and prevent breakouts.

Outsmart Blemish™ Clarifying Treatment

Medicated lightweight gel serum with Penta-Acid Technology is clinically proven to reduce pimples, blackheads and whiteheads in just 1 week.*

*On 96% of subjects through clinical expert grading.



STEP 2

Invisible, fast-acting spot treatment.

Rapid Relief Spot Treatment

Maximum strength spot treatment reduces blemish size and redness within 4 hours.



STEP 3

UV protection and oil control in one.

Oil-Control Mattifier SPF 15 | PA++

Immediately mattifies and helps control oil for up to 8 hours.*

*Results after 15 minutes and 8 hours.



STEP 3

Refines skin texture and helps control shine.

Skin Perfecting Lotion

Lightweight moisturiser delivers oil-free hydration, and refines and softens skin texture.

DR.'S PICK!

Age Reform™

Concerns

- Ageing
- Fine lines and wrinkles

The Murad Solution

Murad's Age Reform™ is a collection of hydrating skincare products designed to optimise skin health and minimise signs of ageing. Exclusive youth-building complexes, like Glyco Firming Complex and Durian Cell Reform™ help build resilient, youthful skin. These powerful formulas help increase skin firmness, tone and hydration, reducing the key visible signs of ageing.



STEP 1

Polish away dullness and excess cellular debris.

AHA/BHA Exfoliating Cleanser

Intensive exfoliating cleanser polishes away dull, dry skin to reveal a younger-looking complexion.



STEP 1

Cleanses and enhances skin smoothness.

Refreshing Cleanser

Non-drying, foaming cleanser washes away impurities, surface oil and makeup.



STEP 2

Attracts and retains hydration.

Hydro-Dynamic™ Quenching Essence

This silky, weightless, moisture-enhancing treatment infuses skin with intense hydration, leaving it soft, plump and supple.

100% instantly saw smoother, silkier, more supple skin texture.

94% saw plumper, more resilient skin with a visible boost in bounce.



STEP 2

2-step peel and mask treatment reveals a youthful glow.

Hydro-Glow Aqua Peel

Two-step exfoliating swab and hydrating sheet mask gently peels and moisturises to reveal smooth skin with a youthful glow.



STEP 2

Reduces the appearance of fine lines and wrinkles.

Rapid Collagen Infusion™

Fast-acting, multitasking treatment fights the appearance of wrinkles and loss of resilience by promoting healthy hydration levels. Immediately restores a more youthful appearance.

Reduces the appearance of fine lines and wrinkles in 2 hours.



STEP 2

Your best defence against the visible effects of stress.

Revitalixir Recovery Serum™ *for face and eyes*

Sphere-infused serum for the face and eyes smooths stress lines, reduces under-eye puffiness and dark circles, and renews vibrancy immediately and over time.

DR.'S PICK!

STEP 3



Luxurious yet lightweight moisturiser hydrates for 24 hours.

Hydro-Dynamic™ Ultimate Moisture

Restores suppleness and visibly reduces the appearance of fine lines and wrinkles.
Safe for sensitive skin.

Locks in optimal moisture levels for 24 hours.

92% reported fine lines and wrinkles appeared less visible.*

*Results after 1 week.

STEP 3



Hydrates and smooths fine lines.

Hydro-Dynamic™ Ultimate Moisture for eyes

Rich, hydrating eye cream infuses the delicate eye area with essential nutrients to increase and maintain hydration. Maintains optimal moisture levels for 8 hours.

STEP 3



3-in-1 invisible SPF that blurs, primes and protects.

Invisiblur Perfecting Shield Broad Spectrum SPF 30 | PA+++

Skincare meets makeup in this colourless SPF hybrid primer that flatters any skin tone.

12-hour makeup perfection: colour stays true, looks flawless, smooth finish.

30% instant reduction in the appearance of pores.*

*In vitro results after 1 minute.

STEP 3



Repair skin barrier. Lock in hydration.*

Nutrient-Charged Water Gel

Oil-free water gel feel delivers intense, long-lasting hydration that lasts up to 5 days.*

*Hydration claim tested after 3 weeks of continuous use. Skin barrier claim tested in a clinical study of 20 people.

STEP 3



Hydrates and restores suppleness.

Perfecting Day Cream

Broad Spectrum SPF 30 | PA+++

Rich, moisturizing cream hydrates and protects to restore youthful skin.



Environmental Shield™

Concerns

- Age and sun spots
- Uneven texture and tone

The Murad Solution

Murad's Environmental Shield™ is an advanced skincare regimen designed to help protect and repair skin exposed to environmental assaults. Broad spectrum sunscreens help shield skin while powerful, next-generation vitamin C and key agents help to replenish skin damaged by free radical assault.

Environmental Shield™ addresses the classic visible signs of environmental ageing: dullness, dryness, roughness and hyperpigmentation.



STEP 1

Antioxidant-powered gel cleanser removes impurities and rehydrates.

Essential-C™ Cleanser

Antioxidant-rich cleanser removes impurities and pollution.



STEP 1

Replenishes moisture and restores suppleness.

Essential-C™ Toner

Alcohol-free toner restores pH balance, replenishes lost moisture and rejuvenates environmentally stressed skin.



STEP 2

Brightens and clarifies.

Advanced Active Radiance™ Serum

Fast-acting treatment boosts radiance and reverses visible signs of environmental damage. Improves brightness, clarity and radiance by 60% in less than 1 week.



STEP 2

Clinically proven to even skin tone and address signs of ageing.

Rapid Age Spot Correcting Serum

Clinical Strength

Clinically proven serum rapidly reduces the appearance of dark spots, age spots and hyperpigmentation in as little as one week.



STEP 2

Rapid Resurfacing Peel

10% glycolic acid

This extra-strength peel helps reverse visible signs of ageing and detoxifies skin.



STEP 3

A new level of skin protection.

City Skin™ Age Defense

Broad Spectrum SPF 50 | PA++++

This revolutionary, ultra-light 100% mineral sunscreen with Environmental Protection Technology shields skin from 5 main causes of damage that accelerate signs of ageing:

DR.'S PICK!



STEP 3

Detoxifies and revitalises skin overnight.

City Skin™ Overnight Detox Moisturizer

This breakthrough formula neutralises pollutants and strengthens skin's barrier while you sleep.



STEP 3

Shields and revitalises environmentally stressed skin.

Essential-C™ Day Moisture Broad Spectrum SPF 30 | PA+++

Powerful, antioxidant-rich daily moisturiser hydrates, protects and revitalises environmentally stressed skin.



STEP 3

Brightens and protects the eye area.

Essential-C™ Eye Cream Broad Spectrum SPF 15 | PA++

Anti-aging eye cream hydrates, brightens and protects the delicate eye area.

“Be comfortable with who you are.”
Howard Murad MD



Resurgence™

Concerns

- Loss of firmness
- Dehydrated skin

The Murad Solution

Murad's Resurgence™ is a revolutionary skincare system, addressing the specific needs of skin showing signs of age-related collagen loss. Dr. Murad pioneered a topical regimen for advanced ageing that renews elasticity and builds firmness. These high-performance formulas rejuvenate and rebalance skin that has become chronically dry and has lost firmness.



STEP 1

Cleanses, exfoliates and renews.

Renewing Cleansing Cream

Rich, cream cleanser removes dirt and impurities while combating dry, lackluster skin.



STEP 1

Balances, refreshes and neutralises impurities.

Hydrating Toner

Refreshing, alcohol-free toner replenishes lost moisture and preps skin for treatment.



STEP 2

Fast-acting eye treatment.

Retinol Youth Renewal Eye Serum

Potent retinol eye serum minimises the look of wrinkles and crow's feet, lifts and firms while visibly brightening dark circles.

93% saw a reduction in lines and wrinkles after 4 weeks.

98% noticed firmer skin after 4 weeks.



STEP 2

Reduces the appearance of wrinkles and increases elasticity.

Retinol Youth Renewal Serum

Visibly minimises lines and deep wrinkles, firms, evens skin tone and boosts radiance.

93% saw a reduction in fine lines and wrinkles after 2 weeks.

98% noticed smoother skin after 2 weeks.



STEP 3

Deeply nourishes and protects for a healthy complexion.

Age-Balancing Moisture

Broad Spectrum SPF 30 | PA+++

Luxurious, daily moisturiser provides intense hydration to deeply nourish and protect dry skin. Significantly improves hydration for youthful suppleness.



STEP 3

Reduces the appearance of wrinkles around the eyes.

Renewing Eye Cream

Multi-action eye cream firms, brightens and hydrates to minimise the appearance of eye-area ageing.



STEP 3

Improves visible firmness and elasticity.

Retinol Youth Renewal Night Cream

Luxurious night cream visibly minimises lines and wrinkles and smooths texture while hydrating skin.

DR.'S PICK!



STEP 3

Multi-action treatment oil for a more youthful-looking complexion.

Multi-Vitamin Infusion Oil

This revolutionary, non-comedogenic treatment oil is powered by 6 key vitamins, A through F, that synergistically target signs of ageing, boost hydration, brighten skin and defend from free radicals for a more youthful-looking complexion. Feather-light formula absorbs quickly for an instant dose of radiance while helping balance skin for a healthy, vibrant glow.

96% noticed more radiant, healthier-looking skin after 4 weeks.

Murad Professional

Concerns

- Fine lines and wrinkles
- Loss of firmness and elasticity

The Murad Solution

With highly efficacious levels of key performance ingredients and the most advanced and exclusive anti-ageing technology available, Murad Professional delivers unmatched results—dramatically more youthful skin without post-surgical downtime.

STEP 2

2x visibly firmer skin instantly.

Eye Lift Firming Treatment

Instantly lifts, firms and visibly reduces the appearance of lines and wrinkles.

86% noticed a reduction in the appearance of fine lines and wrinkles in one week.

Hyaluronic acid spheres

Attract moisture deep into the skin's surface to instantly plump and create a smooth "filled" appearance.

Firming polymers and oat kernel extract

Lift and tighten to immediately firm skin.

Myrtle extract, vitamin E, zinc and select amino acids

Enhance resilience and condition the skin for a more youthful appearance.



Sensitive

Concerns

- Red, irritated skin
- Sensitive, reactive skin

The Murad Solution

Murad's Sensitive products provide a targeted approach to improve the appearance of skin that is chronically red and irritated. Skin is calmed, cooled and soothed by formulas featuring high concentrations of potent antioxidants derived from powerful botanicals, like goji berry. The Sensitive collection minimises redness and helps build healthy, non-reactive skin.



STEP 1

Gently cleans as it soothes.

Soothing Gel Cleanser

Mild gel cleanser gently removes impurities, and comforts and cools the skin.

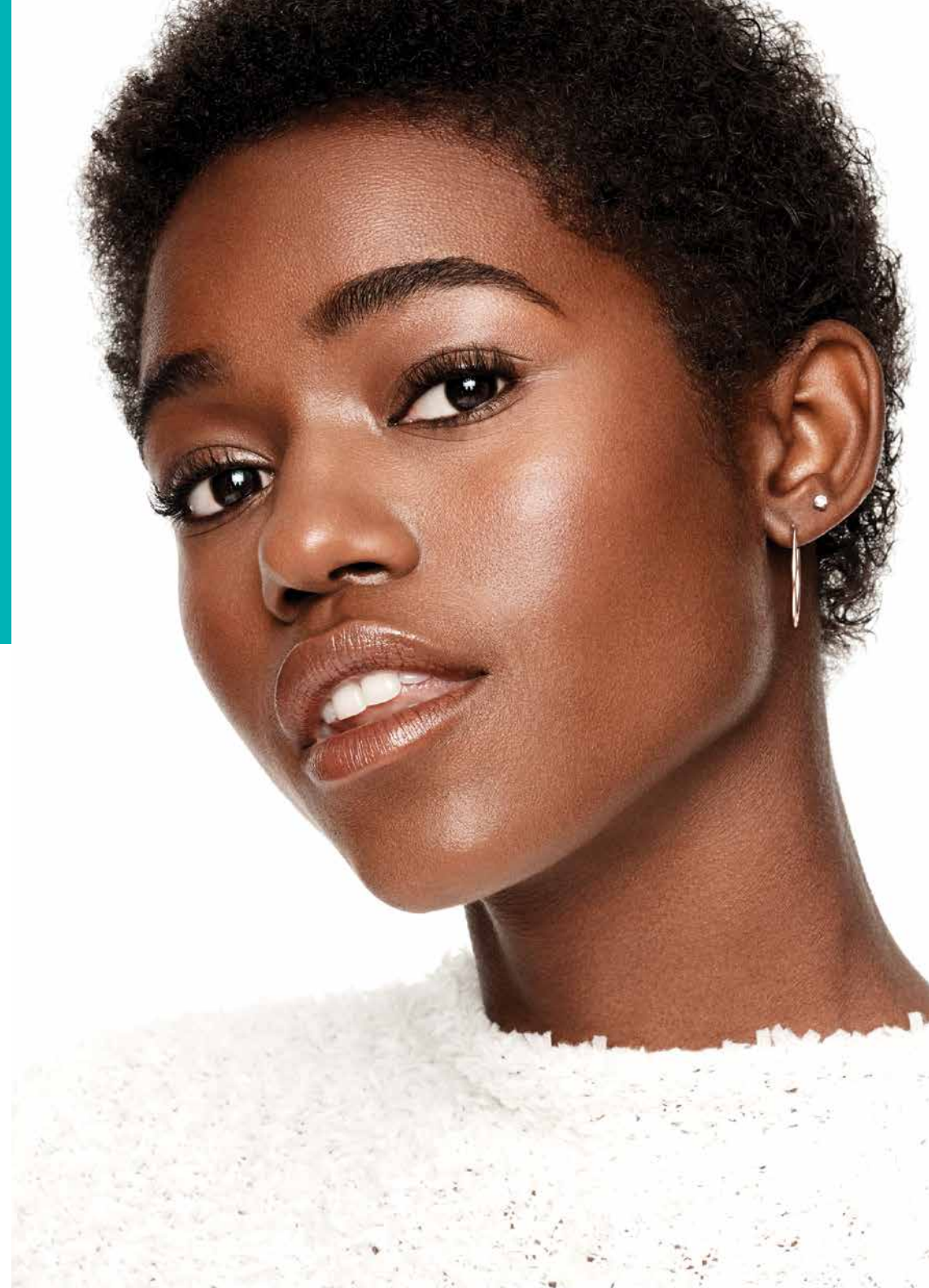


STEP 3

Soothes redness and irritation.

Sensitive Skin Soothing Serum™

Lightweight, moisturising serum improves hydration, and minimises irritation and redness.



Murad.[®]
SKIN WELLNESS
THROUGH CELLULAR HYDRATION™