

**For immediate release**

## **MURAD LAUNCHES ACTIVE RADIANCE™ SERUM**

### ***New Environmental Shield Product is Clinically Proven to Brighten and Renew Skin***

*Hong Kong, 25 November, 2009* ... Now available in Hong Kong, Murad Inc. has launched its latest Active Radiance™ Serum - clinically proven to firm skin up to 64% in 15 minutes and to brighten and renew the skin in one week by improving natural radiance and clarity.

Designed to stimulate the skin's natural defense system to help cells resist UV-induced damage whilst at the same time improving cell regeneration, Active Radiance™ Serum uses Murad's latest Vitamin C technology to deliver the highest levels of stability in a Vitamin C complex, ensuring that the last drop is as efficacious as the first in helping the user achieve immediate radiance, enhanced collagen synthesis and the neutralizing of free radicals.

Active Radiance Serum is designed to combat dull, uneven skin tone and texture due to hyperpigmentation, sun and free radical damage associated with an active, outdoor lifestyle. Additionally, the Serum, as with all Murad formulas, is rooted in The Science of Cellular Water™; Murad's proprietary system for optimizing cell hydration and skin health.

To smooth skin to restore a youthful texture and tone, Active Radiance Serum contains:

- **Murad's Resilient-C Complex** - Delivers highly stable Vitamin C 50 times the potency of prior generations to improve skin radiance, help enhance collagen production and protect against free radical damage
- **Ectoin** - Jump starts the cellular defense system by helping cells resist drastic environmental stresses including UV exposure and chemical aggressors
- **AHAs and Myrtle Extract** - Encourage new cell growth and help boost cell vitality

Active Radiance Serum costs HK\$1,298.00 and is available in January 2010 at the following locations:

#### **JOYCE**

G/F New World Tower  
G106, Gateway Arcade, Harbour City

2869 5816  
2367 0860

**JOYCE Beauty**

Lane Crawford ifc mall 3572 0364  
Lane Crawford Pacific Place 3798 0172  
Lane Crawford Times Square 3798 0171

**Faces Harbour City**

3 - 27 Canton Road, Tsim Sha Tsui 2118 5622

**Elemis Day Spa**

9F, Century Square, 1 D'Aguilar Street, Central 2521 6660

**The Beautiful Skin Centre**

Shop 344, Pacific Place, 88 Queensway, Admiralty 2877 8911

**Victorian Spa at Hong Kong Disneyland Hotel** 3510 6388

Level 1 Hong Kong Disneyland Hotel, Hong Kong Disneyland Resort, Lantau Island

**Sephora**

Hollywood Plaza, Sai Yeung Choi Street, Mong Kok 3514 4397

**Notes to Editors:****About Murad**

Murad, Inc. was founded in 1989 by Howard Murad, M.D., one of the world's foremost authorities on skin health and a pioneer of the clinical skincare movement. All Murad products are based in The Science of Cellular Water™, Dr. Murad's unified theory of health and aging.

Murad is the #1 selling clinical skincare brand at many locations and includes 88 consumer products and 45 professional products sold in 45 countries. Known globally for high performance topical and internal skincare, Murad has grown by producing innovative products that meet the needs of its customers.

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