

For immediate release
10th September, 2009

Murad's Sleep Reform™ Serum and Supplements Bring Skin the Benefits of Sleep

***Repair Enhancing Matrix™ (REM) is First and Only to Offer Melatonin and GABA
to Enhance Sleep Repair Cycle for Younger Looking Skin***

Murad, Inc. aims to give new meaning to the term “beauty sleep” with the company's new Sleep Reform Serum and Supplements.

“Sleep plays a crucial regenerative and restorative role in overall health, yet it is estimated that almost 30% of people in Hong Kong do not get enough sleep each night,” said Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad, Inc. “As we age, our bodies produce less melatonin, which not only contributes to sleep problems -- it also affects the skin's ability to repair, renew and maintain itself. By increasing the body and skin's ability to sleep better, we can improve collagen proliferation and synthesis and reverse the course of aging – besides, a good night's rest is the best anti-aging treatment!”

Murad's Sleep Reform products help the body and skin “sleep” by using *Repair Enhancing Matrix* (REM). Developed to increase the depth and duration of restorative sleep, it helps accelerate and optimize the skin's repair cycle while providing antioxidant protection to shield cells from further damage. REM complex is made up of three potent actives - Gamma-aminobutyric acid (GABA) for encouraging muscle relaxation, Methylsulfonylmethane (MSM), a sulfur donor for enhancing penetration and reducing inflammation, and Vitamin C and its derivatives. This complex, coupled with Melatonin in Sleep Reform --- not just internally, but topically as well -- induces an anti-stress effect that relaxes skin tension, reduces wrinkle depth, improves collagen synthesis and enhances elasticity for smoother, plumper, more youthful looking skin by dawn.

Applying Murad's internal/external approach to skincare, the Sleep Reform system is made up of two tiers:

- **Sleep Reform Serum:** A night treatment that improves skin's beauty sleep with key ingredients scientifically proven to encourage skin to act younger by increasing the proliferation of collagen-building cells by 78% and increasing the collagen producing potential of each cell by 62% for smoother, plumper and more youthful skin

- **Sleep Reform Supplements:** Provides ingredients, including melatonin, that improve the ease with which one falls asleep. This supplement helps reduce nighttime disturbances. Essential Fatty Acids hydrate the cells while Pomegranate Extract provides maximum scavenging of free-radicals that have built up from the day's stresses and environmental exposure.

Sleep Reform Serum is available for HK\$950.00 (1.0 oz) and Sleep Reform Dietary Supplement is available for HK\$480.00 (60 tablets).

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About Murad, Inc.

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.

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

Murad is available at the following locations

Elemis Day Spa	2521 6660
Beautiful Skin Centre	2877 8911
Victorian Spa	3510 6388
Faces Harbour City	2118 5622
Joyce Beauty	2869 5916
Sephora	3514 4397

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