

For immediate release

Murad Launches White Brilliance™ Line to Effectively Lighten and Even Skin Tone



Mar 2010, Hong Kong – Murad, Inc. has announced the launch of its new patented **White Brilliance line**, an innovative **3-step regimen** that lightens and brightens skin by fading existing pigmentation and inhibiting future pigmentation. This comprehensive approach to complexion cares addresses **uneven skin tone, discoloration, dark spots, large pores and wrinkles**.

“Pigment disorders affect all age groups and can intensify with time,” said Howard Murad, M.D., Associate Clinical Professor of Medicine at UCLA and founder of Murad, Inc. “In Asia, a large percentage of women use skin lightening products either daily or weekly to combat this problem and whiten skin. However, many lightening products currently available have harsh side effects.”

Not only is White Brilliance free from the damaging side effects associated with harsh lighteners, White Brilliance boosts skin health as it lightens and improves overall appearance by minimizing the appearance of large pores. **The three-step lightening regimen includes Gentle Cleanser, Wrinkle and Pore Refining Treatment, and Illuminating Day Moisture SPF 30 | PA+++.**

Scientific Technology used in Murad White Brilliance:

The White Brilliance regimen features **3X White™ technology** – Murad’s proprietary brightening blend. The technology works in three ways to deliver maximum lightening action. Vitamin C, a potent lightening agent, clarifies and brightens skin to promote a more even tone while encouraging collagen production. Gentle exfoliator, promotes cell turnover for better skin clarity. Tyrosinase inhibitors provide intense whitening of existing dark spots and help prevent future dark spots and hyper-pigmentation by interrupting skin’s melanin production cycle. As with all Murad products, the new White Brilliance formulas are rooted in The Science of Cellular Water™, Murad’s proprietary system for **optimizing cell hydration and skin health**.



There are altogether 3 skincare units in the series:



**STEP 1: MURAD WHITE BRILLIANCE™
GENTLE CLEANSER**

This moisture-rich product is the first step in achieving an even, luminous complexion. Gently cleansing and lifting away impurities to prepare skin's surface for maximum absorption of lightening agents, this formula leaves skin clean and bright. Sodium PCA improves skin's moisture balance while plant extracts such as Scutellaria, White Mulberry, Saxifrage and Grape provide an additional whitening and lightening effect by stopping the formation of melanin and diminishing the appearance of existing spots.

(135 ml., HK\$ 320)



**STEP 2: MURAD WHITE BRILLIANCE™
WRINKLE AND PORE REFINING TREATMENT**

This multi-benefit product brightens and evens skin tone while lightening dark spots, refining pores, and minimizing fine lines and wrinkles. Lentil Seed Extract reduces the appearance of pores by 62%, leaving the complexion more uniform and brighter. Palmaria Palmata Extract provides additional intense whitening, while Advanced Vitamin C technology attacks dark spots and brightens the skin, preventing the formation of future spots and pigmentation while promoting an even-toned complexion.

(30 ml., Price HK\$980)



**STEP 3: MURAD WHITE BRILLIANCE™
ILLUMINATING DAY MOISTURE SPF 30 | PA+++**

Providing intense moisture and hydration, this light lotion illuminates and hydrates skin while protecting it from the harmful effects of UVA/UVB rays. Broad spectrum UV protection prevents the formation of additional melanin (age spots etc.) while diminishing dullness and discoloration. Antioxidants fight sun and free radical damage, while the PA+++ rating provides the highest protection against UVA rays. Pearl Powder instantly illuminates the skin, giving it a more balanced appearance.

(50 ml., HK\$690)

Store Locations for Murad products in Hong Kong:

Faces Harbour City 852-2118 5622
3 - 27 Canton Road, Tsim Sha Tsui

Elemis Day Spa 852-2521 6660
9F, Century Square, 1 D'Aguiar Street, Central, Hong Kong

The Beautiful Skin Centre 852-2877 8911
Shop 344, Pacific Place, 88 Queensway, Admiralty, Hong Kong

Victorian Spa at Hong Kong Disneyland Hotel 852-3510 6388
Level 1 Hong Kong Disneyland Hotel, Hong Kong Disneyland Resort, Lantau Island, Hong Kong

JOYCE

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

852-2869 5816
852- 2367 0860

JOYCE Beauty

Lane Crawford ifc mall
Lane Crawford Pacific Place
Lane Crawford Times Square

852-3572 0364
852-3798 0172
852-3798 0171

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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.

The Murad brand includes 89 consumer products and 45 professional products sold in 46 countries. **Murad is the #1 selling clinical skincare brand at many locations including Sephora and Ulta.** Known globally for **high performance topical and internal skincare**, Murad has grown by producing innovative products that meet the needs of its customers.

The above press release is prepared by The SWAH Communications, for further product enquires; please don't hesitate to contact our media relations correspondence at follow:

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