

# Diminish fine lines

**I**NTENSIVE Wrinkle Reducer — the newest weapon in the Murad anti-aging arsenal is formulated with a revolutionary GlycoNutrient Complex that goes to work beneath the surface of your skin, stimulating the production of healthy skin cells.

It's designed to deliver deep hydration and firm instantly — and over time, to help reduce the visible signs of aging.

This bioengineered aggregate of Glucosaminoglycans, Glucosamine, marine-derived Polysaccharides (all components of the UGL Complex), Linoleic and Glycolic acids delivers a potent synergy of age defying ingredients providing both immediate and long-term results.

Daily use of Intensive Wrinkle Reducer will help diminish fine lines and loss of elasticity to reveal firmer, smoother and more evenly toned skin.

Intensive Wrinkle Reducer (IWR) provides intense epidermal resurfacing without irritation to gently smooth away fine lines while significantly increasing skin firmness. In clinical tests conducted by independent laboratories, its key ingredient achieved these proven results in just four weeks.

Keeping with its scientific heritage, Murad Intensive Wrinkle Reducer passed a stringent three-phase test process including ingredient studies, clinical research studies conducted at Murad Research Labs, and finally, an independent study, all to validate the intense wrinkle reducing power of this treatment product.

This three-phase testing shows:

- Immediate skin hydration and suppleness upon the first application
- 45% improvement in skin smoothness.

- 44% increase in hydration.
- 33% reduction in appearance of fine lines.
- 55% reduction in appearance of fine lines in just four weeks.

"The theories of skin aging are abundant, but the most commonly recognised is 'intrinsic' and 'extrinsic' skin aging. Intrinsic or chronological skin aging is characterised by the changes in the skin that occur during the passage of time. Extrinsic skin aging is characterised by changes induced by chronic UV exposure and other environmental factors," explains dermatologist, chief executive officer and founder of Murad Inc. and author of *Wrinkle-Free Forever* and *The Cellulite Solution*, Dr Howard Murad.

With a strong belief in the power of foods for healing topically and internally, Dr Murad has also incorporated the powers of Cinnamon Extract in the Intensive Wrinkle Reducer formula.

"Utilising a Lipo-Amino-Acid along with Cinnamon Extract helps the skin to become clearer and less oily," he says.

"The Cinnamon Extract helps to regulate the five things that contribute to skin imperfections including bacteria proliferation on the skin's surface, lipase which causes oil to become irritating, androgens that contribute to breakouts and facial hair growth, elastase which attacks collagen and elastin, and free radicals that cause cellular oxidation. Cinnamon

Extract also has a high catecholic tannin content, which helps to stimulate cutaneous cells."

Durian Cell Reform derived from Asia's super fruit, boosts the performance and penetration of this advanced anti-aging formula.

"Clinically, both processes affect the skin with the most profound changes occurring within the dermal component and are observed as lines, wrinkles, loss of elasticity, dyschromias, epidermal thinning and barrier dysfunction. Using the power of the GlycoNutrient Complex, Cinnamon Extract, and other essential ingredients, the Intensive Wrinkle Reducer provides epidermal resurfacing without irritation while significantly increasing skin firmness and density, which reverses the visible effects of intrinsic and extrinsic skin aging."

Dr Murad, one of the world's foremost authorities on skin health and a pioneer of the clinical skincare movement founded Murad, Inc in 1989. All Murad's 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.

Known globally for high performance topical and internal skincare, Murad has grown by producing innovative products that meet the needs of its customers.

For more information on Murad products, call info line 1-300-88-8826 or email to [info@cnbeauty.com.my](mailto:info@cnbeauty.com.my). Also visit [www.cnbeauty.com.my](http://www.cnbeauty.com.my)



Durian Cell Reform derived from Asia's super fruit, boosts the performance and penetration of this advanced anti-aging formula.



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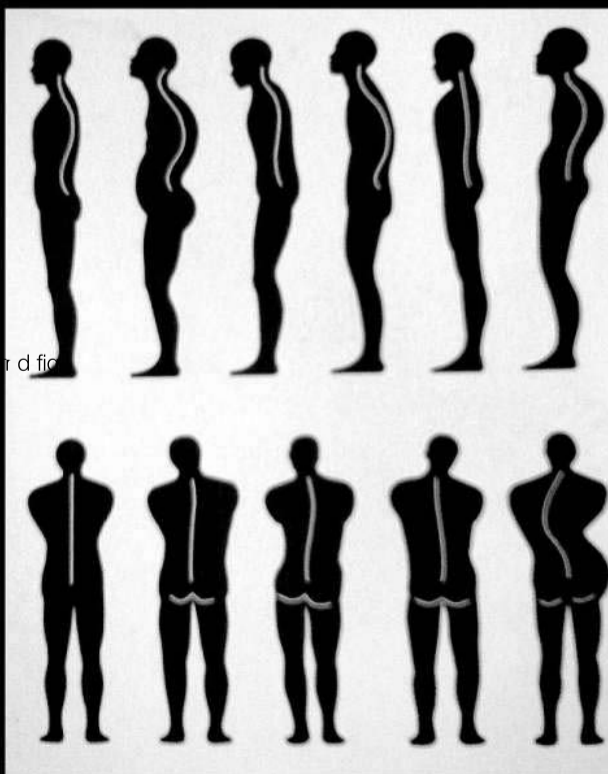
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