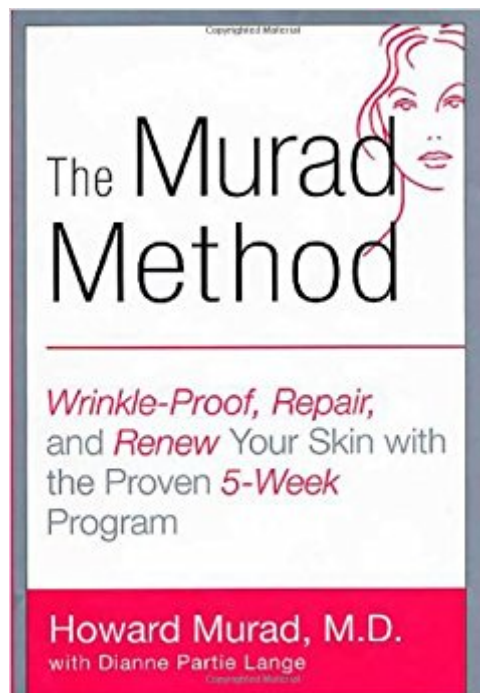




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The Murad Method: Wrinkle-Proof, Repair, And Renew Your Skin With The Proven 5-Week Program



Synopsis

The renowned dermatologist's easy-to-follow, quick-results program to treat skin both inside and out, using widely available products Since 1972, Dr. Howard Murad has been studying the effects of the environment, nutrition, and lifestyle on skin and creating a skin-care program to slow the aging process. The Murad Method is the result of his three decades of clinical experience treating more than 40,000 men and women as well as independent research proving the effectiveness of the program. His unique approach to skin care combines external products and internal supplements in a simple regimen that will improve the texture and look of anyone's skin. This book clarifies the science behind what Dr. Murad believes is the next generation of skin care, an approach based on what he calls the Water Principle. Rather than relying on a single "miracle" ingredient, this breakthrough program includes a combination of exfoliants, polyphenols and other antioxidants, amino acids, fatty acids, and anti-inflammatory agents that enhance skin hydration. The Water Principle is the foundation of Dr. Murad's unique system for repairing and rejuvenating your skin. The skin is your body's largest organ, and The Murad Method is the first book to show you how its appearance directly reflects your overall health. The Murad Method has been clinically proven to: - boost hydration - reduce wrinkles- increase elasticity- improve sun protection By following a regimen that suits your skin type and requires just five minutes, morning and night, for five weeks, you will not only counter the damage that causes aging, but actually reverse the visible signs of aging and reduce wrinkles. Simple, clear charts show you how to customize an anti-aging regimen for your skin type and special concerns. You can assemble your own program, using either Murad or name-brand products. There is an extensive listing of products that contain the key ingredients Dr. Murad recommends in his anti-aging prescription to guide you. The information in this book will change the way you think about your skin and give you the tools you need to make your skin look younger in five weeks.

Book Information

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Customer Reviews

Murad, an assistant clinical professor of dermatology at the Univ. of California, L.A., and the developer of his own skin-care product line, charts the usual regimen in his new guide: cleanse, exfoliate, moisturize, use sun screen and make sure to hydrate by drinking lots of water. "Everything we know about aging tells us that the decline in function over the years is a story of water loss," he maintains, and much of his book is devoted to "getting water into cells and keeping it there." Murad stresses the importance of internal health for external beauty, as did Nicholas Perricone in his successful *The Wrinkle Cure*. Writing with LA Times columnist Lange, Murad does helpfully recommend some over-the-counter products, and suggests that consumers carefully read labels for ingredients-though he touts his own eponymous brand of skin care products as well. The big wrinkle in Murad's book is that there's not much new and exciting in it-but nevertheless it's a helpful resource for those looking to care for their skin outside (with lotions and cleansers) and inside (with supplements and healthy eating-pomegranate juice, for example, has more antioxidant activity than green tea). Copyright 2003 Reed Business Information, Inc.

"Dr. Murad has literally changed the face of professional skin care by his philosophy of 'skin care is health care.' " -- Mark Lees, Ph.D., Chairperson of the Board, the Esthetics Manufacturers and Distributors Alliance of the American Beauty Association"Dr. Murad is a true visionary, I am always intrigued by and very impressed with his developments in skin care. -- Felicia Rogawska Milewicz, Beauty Director, Glamour"Dr. Murad is the Deepak Chopra of skin care." -- Los Angeles Magazine"Dr. Murad, has a much deeper understanding of complete health and how it is the synergy of the whole body." -- Cheryl Tiegs"One of the country's best dermatologists." -- Vogue

A complete skin care system clearly and professionally explained.Many useful tips are included. Not just application of skin products but advice on stress, nutrition and water as well.

Good honest advice. Dr Murad is a leader in the cosmeceutical industry.

Dr.Murad gives insight into what REALLY will hydrate you and keep your skin and rest of your body looking young longer

Makes you think inside, not just outside for health and healthy skin, have taken his suggestions. I recommend the book.

I am 44 (going to be 45 in September) and my skin is pretty decent for my age because I stay out of the sun. But I noticed it was starting to look a little lifeless and thinning as I get older. Wrinkles were increasing and my very basic skincare regimen was not working anymore. I read Dr. Murad's book and could not agree more that skin is an organ and should be treated as such. As we follow the beauty industry trying to sell us millions of dollars worth of gunk to stay young, we are led to believe that we can treat our skin like it's similar to the siding of a house. Just keep painting the surface and that will keep it looking good. Thing is, the way skin appears on the surface is totally dependent on what is going on beneath the surface and inside the body as a whole. So as per the 5 week program recommendations, I started taking supplements that are good for the skin: multivitamins, flax seed, collagen, CoQ10, calcium, pomegranate capsules, eating foods rich in antioxidants as well as drinking a lot of water. All this in addition to doing the 5 week program for dry skin. At the end of 5 weeks I can say that the fine lines starting to form under my eyes have diminished. The lines on my forehead are smoother. But the biggest change is my skin is extremely smooth, supple, and glowing. I honestly have great skin. Now... I am still not feeling like I can go without foundation after all of this but that is because my skin is blotchy, always has been since I was a teenager, and nothing is going to make that go away. I can tell though when I do wear make-up that there's a difference. It goes on flawlessly, and as I've been told by a few make-up artists, the finish you get is all dependent on the canvas you put it on. I didn't really get this until now. Anyway, would I recommend this program to others? I would. I do wonder if there are other products out there that would give the same results though in conjunction with drinking lots of water and taking supplements that are known to be good for skin. I can tell you I have tried almost everything under the sun in the last year or two to slow down the aging process and nothing has worked like this program so I'll stick with it for now. Good skin products cost the same amount as Murad products, so if it's working, no sense in going out to see if something else would be better. By the way, the AHA/BHA exfoliating cleanser is awesome. Highly recommend that for smooth, glowing skin. And the Renewing Eye Cream literally makes wrinkles smoother before your very eyes. That stuff is like a miracle. These are my favorite products thus far. Essential C Daily Renewal Complex as well

(used in the morning). Gives a beautiful finish to your skin. The worst: the sunscreen products. I wore the SPF 30 sunscreen to a ball game, reapplied every hour to two hours, and I still got burned. That stuff is not worth spending money on. I don't like that Murad's SPF products use chemicals that are known to be toxic to human beings. I use other non-toxic SPF products in lieu of those now. But I do like that they do not test on animals. NOTE: some of the products listed in the book are no longer offered and have been replaced with other products instead. Contact a rep at Murad by phone or through chat to ask them to tell you what to get before you start the program. Go to [...] I took the time to write this long review because when I was researching Murad it helped me out immensely that others had done the same. So to summarize... this does work. It won't make your wrinkles completely go away (nothing will). It makes them diminish, but not disappear. It does make your skin glow and prettier and the one thing about aged skin is it is so lifeless. This program helps fend that part off.

I am plagued with adult acne and I have tried most of the stuff out there with little luck so decided to start from the inside out! I took some info various books including this one, along with a few other sources and have had success. I began ingesting the following (see below) and by week 3 of this new intake my skin looked amazing! really amazing, glowing I would dare say! Acne is a bummer and is emotional and as a woman I know how awful it really can be! I slowly built up my intake of the following and now consume each thing on this list each day and I swear to you my skin is 95% clear!! 1) vitamins: Pantothenic acid, alpha lipoic acid, vitamin C, vitamin E, acidophilus. 2) I ingest tablespoon of organic fish oil (liquid) and flaxseed oil 3) I ingest 1 tablespoon of pure organic cacao powder (not coco powder w/ sugar... the real deal like this BRAND) I use in a shake w/ a banana since this stuff can be very bitter. 4) 4 cups of organic green tea 5) 1 glass of blueberry juice 6) topically I use BP each night on my skin and use not a moisturizer but a hydration cream and I cleanse with an over the counter sensitive cleansing liquid. 7) for scarring I use topical vitamin C serum each morning I decided on this mix based on several different resources and this combo works wonders for me. I am not sure if one thing is more powerful than another to be honest but I can say that 3 months into this "test" my skin is still looking amazing. I had to share because I know that so many suffer with this horrible condition.

I found this book to be very easy to read and informative. "The Murad Method" explains the science of skin in plain english and gives many different alternatives for skincare products. While there has been a review here that states: "This book does not tell you what your skin needs or why your skin

needs them. What do you learn from the book you ask? You learn that Dr. Murad recommends you using his products."I couldn't feel that this observation was more wrong. While Dr. Murad does recommend some of his products in the book, he also has almost 20 pages dedicated to suggesting other product lines that he feels are comparable to his. Also, he lists ingredients to look for that will help to create healthy skin. By breaking down these products into ingredients he allows the reader to seek different avenues other than just the alternative he knows of or recommends. He even suggests products that you can purchase at your local health food store or grocery store. Another comment made:"And who drinks pomegranate juice anyways?"I personally drink pomegranate juice on occasion... and if there is a company that MAKES pomegranate juice ([...]) then there must be other people drinking it as well. Dr. Murad clearly explains why pomegranate juice is good for you and the science behind it... explaining free radical damage and antioxidants. I personally thought this book was very helpful; addressing not only skin health, but also overall health. While I know Dr. Murad's products probably fulfill all of my skincare needs, he does discuss alternatives to purchasing his products and I never felt like I "had" to purchase them to get good skin.

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