



MURAD PARTNERS WITH AMERICAN ACADEMY OF DERMATOLOGY TO BUILD SHADE STRUCTURES ACROSS AMERICA

SCHAUMBURG, Ill. (May 4, 2015) — To provide shade from dangerous ultraviolet rays for one million children over the next five years, [Murad, Inc.](#) has partnered with the [American Academy of Dermatology](#) (Academy), to launch [Shade America](#), a new program that will build shade structures in parks and playgrounds across America. Through the Shade America program, Murad will also provide sun safety education programs for school-age children.

Current estimates are that one in five Americans will develop skin cancer in their lifetime. In addition to providing shade across the country, the Shade America program will also promote the importance of seeking shade, wearing sunscreen and checking skin regularly for suspicious spots. This month, Murad will begin building its first shade structure at Lafayette Park in Los Angeles, CA. Currently, there are plans for structures to be built at park locations in Scottsdale, AZ, Seattle, WA, Dallas, TX, Chicago, IL, Miami, FL and New York City.

“The Academy is proud to partner with Murad, Inc. on a program that will help reduce the risk of skin cancer for children across the country,” said Mark Lebwohl, MD, FAAD, president of the Academy. “Exposure to ultraviolet light is the most preventable risk factor for all skin cancers, and seeking shade is a simple way to protect your skin from the sun’s harmful rays. Dermatologists are dedicated to educating the public about the importance of skin cancer prevention, and this program will strengthen the Academy’s current efforts.”

Murad will make a \$125,000 donation to the Academy to support the Shade America program, funded by the sales of its Shade America Sun Safety Set, which will be available May 2015 through October 2015.

“We are extremely excited about this partnership and also thrilled to be able to create a program that truly supports our mission to help young people lead healthier, happier and more connected lives. Educating the youth in our community about sun safety is a cause that Murad has been fully committed to and it is something I am personally very passionate about,” said Hilarie Murad, President of the Murad Family Foundation. “The Shade America program is a natural extension of our commitment to younger generations. Now, in addition to providing education, we will be able to offer physical protection where it is desperately needed. Working together with the AAD, we hope to make a difference and we are confident the new Shade America Program will reach its goal of shading one million children over five years.”

For more information about how to prevent skin cancer, visit the Academy website [SpotSkinCancer.org](#). There, you can learn how to perform a skin self-exam, download a body mole map for tracking changes in your skin and find a free SPOTme™ skin cancer screening in your area. You can also find information about the Academy’s Shade Structure Grant Program, which has awarded more than 325 shade structure grants to organizations across the country that provide shade for more than half a million individuals each day. SPOT Skin Cancer™ is the Academy’s campaign to create a world without skin

News Release

cancer through public awareness, community outreach programs and services, and advocacy that promote the prevention, detection and care of skin cancer.

For more information about the Shade America program, visit www.murad.com/shade.

ABOUT THE AMERICAN ACADEMY OF DERMATOLOGY

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 18,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or www.aad.org. Follow the Academy on [Facebook](#) (American Academy of Dermatology), [Twitter](#) (@AADskin), or [YouTube](#) (Academy of Dermatology).

ABOUT MURAD, INC.

Murad was founded in 1989 by Dr. Howard Murad, a board certified dermatologist, trained pharmacist and Associate Professor at the UCLA, Geffen School of Medicine. Murad offers people a path to youthful good health through science-based, clinically-proven skincare and healthcare products that have been developed as part of Dr. Murad's Inclusive Health[®] system of care. With a full range of skin-condition-specific, high-performance products for home and spa—backed by 19 unique patents for advancing the science of skin health and a 30 year legacy of research and clinical testing—millions of people look to Murad with confidence for products, services and tools to help them look, live and feel Better Every Day[®].

Murad is used and recommended by over 30,000 professionals all across the globe and is sold in over 40 countries. For more information go to Murad.com or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Pinterest](#).

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