

Dr. Howard Murad ***Personal Publicist Request for Proposal***

I. Introduction

Murad is requesting proposals for publicists/agencies to develop a program for a major repositioning initiative for its founder and CEO, Howard Murad, M.D. This program will quickly and aggressively promote Dr. Murad's transformation from a beauty expert to a health and wellness expert. To that end, Dr. Murad seeks a program that will boost his recognition as the innovator of the next generation in health care, youth building and anti-aging.

By leveraging Dr. Murad's credentials as an author of best-selling books on health and wellness; his professional credentials as pharmacist, dermatologist and professor, and his innovative research and discoveries in wellness and "youth building," Murad hopes to develop Dr. Murad's brand as a wellness expert separately from the Murad skincare brand.

Tactics will include:

- Booking prestigious public appearances that align with Dr. Murad's objective for a new wellness focused image
- Securing speaking engagements to national and global audiences, with a special emphasis on medical, health and government panels
- Securing high-profile media coverage on Dr. Murad as a health and wellness pioneer and innovator
- Working closely with Murad's in-house Public Relations team to book and secure interviews and other opportunities to aid efforts in strengthening his position as an expert in the health and wellness categories
- Any and all other publicity efforts for Dr. Murad's personality as an author, pharmacist, researcher and MD, FAAD

This is a monthly retainer project with bonus potential based on deliverables. The publicist/agency will be reviewed on an ongoing basis to determine work quality and progress toward program goals. Work will commence immediately following the termination of the selection process.

IA. Howard Murad, M.D., FAAD – CEO & Founder of Murad, Inc.

Dr. Howard Murad has literally changed the face of skincare by devoting his life to making beautiful, healthy skin attainable for everyone. His scientifically-proven formulas and Inclusive Health approach to overall skin and body wellness have helped millions to live better lives.

A board-certified dermatologist, trained pharmacist, and Associate Clinical Professor of Medicine (Dermatology) at the Geffen School of Medicine, UCLA, Dr. Murad has personally treated over 50,000 patients. In 1989 he founded Murad, Inc. as a way to share his groundbreaking skincare

formulas which were among the first to achieve significant measurable anti-aging results without surgery. Dr. Murad continues his innovative research and holds 18 patents for advances in the science of skin health. These proprietary breakthroughs help Murad products deliver the real results that make Murad one of the world's premier clinical skincare brands.

Using his medical experience, Dr. Murad has developed and clinically proven The Science of Cellular Water, the world's most comprehensive approach to understanding health and aging. The Science of Cellular Water looks at the ability of cell membranes to hold water as the fundamental marker of youthful good health and advocates an Inclusive Health approach to help the body create stronger, healthier cells as the pathway to beauty.

Known as "The Father of Internal Skincare" for being an originator of the use of dietary supplements to promote skin health and as the pioneer of the use of Alpha Hydroxy Acids in topical skin care, Dr. Murad has received numerous recognitions including being named the "Best Forward-Thinking Doctor" by Vogue Magazine, a "Beauty Genius" by Elle Magazine, an "Industry Visionary" by the International SPA Association, and was inducted into Dermascope Magazine's "Academy of Legends". Dr. Murad is largely considered to be a leading visionary in the fields of skincare and dermatology, and continues to revolutionize the skincare industry.

Dr. Murad is the founder and President of the University for Inclusive Health (UIH), the first university exclusively dedicated to inclusive health education for spa, wellness and alternative health professionals. Utilizing Dr. Murad's Inclusive Health philosophy as the core of its teachings, UIH allows wellness professionals the advanced education to utilize their modalities to help every system in the body perform at peak level, decreasing disease, increasing longevity and optimizing overall health. UIH classes are currently taught at numerous universities around the country from the Fashion Institute of Design and Merchandising on the West Coast to Long Island University on the East Coast.

IB. Murad, Inc.

Murad, Inc. was founded in 1989 by Howard Murad M.D., one of the world's foremost authorities on skin health and author of pioneering studies exploring the role of cellular water in total body wellness. The name Murad is synonymous with high-performance, science-based, topical and internal skincare products. Murad's corporate headquarters in Los Angeles, Calif. are also home to the Murad Inclusive Health Medical Group, the Murad Research Laboratory and the Murad Inclusive Health Spa.

As America's original, bestselling, authentic doctor-developed brand, Murad remains true to the scientific principles of its founder, world-renowned Dermatologist Howard Murad M.D. Through more than fifty years of dedicated research, Dr. Murad established that beauty and health are vitally linked and best achieved through an Inclusive Health lifestyle, which works to improve every connected cell in the body. Together with results oriented skincare, internal supplementation, and a positive emotional outlook, Murad makes you feel healthier, more confident and more beautiful.

Through breakthrough products and lifestyle programs, Murad is transforming skincare by delivering beauty through health.

IC. Inclusive Health

Inclusive Health is the revolutionary healthcare approach created by Dr. Murad that tackles cellular restoration through a 3-pronged approach - Topical Care, Internal Care and Emotional Self-Care. Inclusive Health guides the development of all Murad products and integrative multi-disciplinary treatment protocols. This philosophy also fuels Dr. Murad's crusade to seek out new ingredients and to develop innovative therapeutic modalities.

Through Inclusive Health, Dr. Murad integrates his breakthrough research into The Science of Cellular Water into a whole-body approach to wellness.

ID. The Science of Cellular Water

The Science of Cellular Water, also known as The New Science of Aging, demonstrates that the fundamental marker of youthful good health is the ability of the cell membrane to efficiently hold water. Dr. Murad's discoveries in The Science of Cellular Water are at the heart of Murad's Inclusive Health approach which improves appearance and wellbeing by improving health from the cellular level up.

All proposals should be submitted to Jennifer Newton, Senior Manager, Public Relations, at jnewton@murad.com. Proposals must be received no later than Friday, April 6, 2012, midnight, to be considered. If more time is needed, please contact Jennifer Newton with the expected date of delivery.

II. Requirements

Requirements for consideration are as follows:

1. Must have a proven track record with establishing high profile health and wellness experts.
2. Must have experience booking high profile public appearances, interviews and speaking engagements for health and wellness experts across all media, including but not limited to national, regional and local television, radio, print and web.
3. Must have relevant experience in the beauty, health, medical and wellness industries.
4. Must **not** currently be representing a competing personality to Dr. Murad or a competitor of Murad, Inc.
5. Must have an ability to work closely with an internal corporate PR department to ensure constant and clear communication on all activities for all efforts to be optimally leveraged.

Please include any and all information that showcases you or your firm's unique approach and demonstrates success that are relevant and supports your proposal.

III. Selection Criteria

All proposals will be reviewed by Murad's PR department and selected individuals/agencies will be contacted for in-person interviews at Murad's Corporate Headquarters located at 2121 Rosecrans Avenue, 5th Floor, El Segundo, CA 90245.

At the time of interview, selected individuals/agencies will be expected to present capabilities and a 12-month plan for achieving goals as stated in the introduction portion of this document.

After all individuals/agencies have presented, candidates will be notified if they have been selected to present to Murad's final selection committee of Murad executives, including Dr. Murad.

A decision will be reached and announced within 2 weeks of final presentation.

IV. Timelines

Proposals must be received no later than Friday, April 6, 2012, midnight, to be considered.

The evaluation process is anticipated to take 4-5 weeks from beginning to end with awarded individual/agency notified within 2 weeks of final presentation to final selection committee.

Awarded agency will be expected to begin work within 24 hours.

Friday, April 6 – RFPs due at Murad no later than midnight

April 9 - 13 – Murad Pre-Selection Committee review of RFPs

Week of April 16 – Call backs for in-person presentations to Murad's 1st Round Selection Committee

Week of April 23 – Call backs for in-person presentations to Murad's Final Round Selection Committee

Week of April 30 – Murad deliberates and makes final decision

Week of April 30 – Murad Business awarded

May 7 – Awarded publicist/agency begins work

V. Process

Proposals are due as specified in Section IV above. All proposals will be reviewed to ensure they meet all necessary requirements. All responsive proposals will be scored in each of the categories detailed in Section II. The top scorers in said criteria will be evaluated by Murad's PR department and invited to make in-person presentations at Murad's corporate headquarters as shown in Section III. Selected candidates will be invited to return to present to the Murad final selection committee which includes members from Murad's executive team and Dr. Murad.

Awarded publicist/agency will be announced one week after the last agency in-person presentation. Winner will be notified the week of April 30, 2012 and work will commence on May 7.