

A large, dynamic splash of water falls from the top left corner, creating a sense of movement and freshness. The water is rendered with realistic textures and highlights.

# The Spa at NorthPointe

Your Spa for Life

*The Spa*  
at NorthPointe



Murad Inclusive Health Center

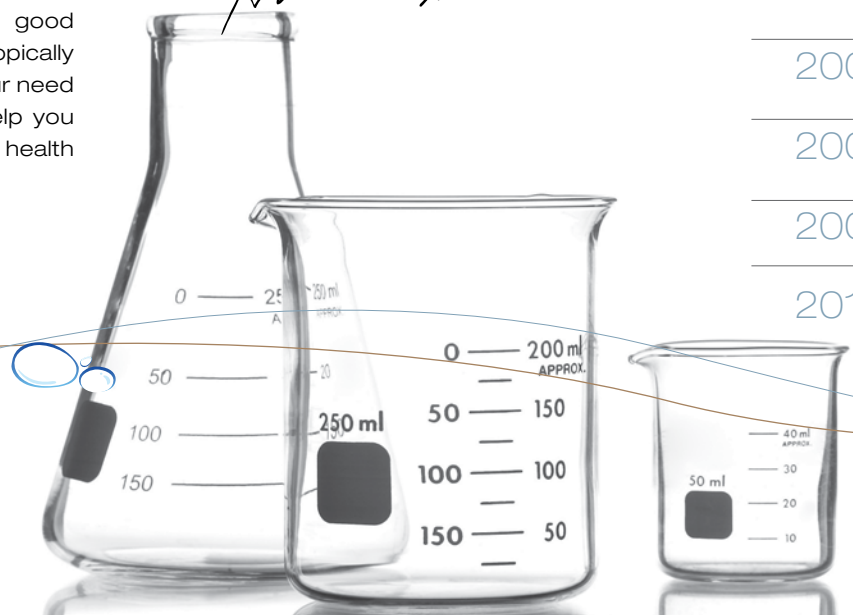
# Welcome

At The Spa at NorthPointe, a Murad Inclusive Health Center®, we offer a type of care unlike any other spa. Our Inclusive Health® approach to care is based upon a revolutionary discovery 30 years in the making, that will single-handedly change the way you think about living. What I have discovered, and proven through treating thousands of patients, is that the secret to vibrant health lies in maintaining strong cells that can retain water the way younger cells do. Armed with that knowledge, you can help your body heal and rejuvenate itself so you not only look fantastic, but you also feel healthier, revitalized, and ready to participate in life to the fullest. Using the fruit of my research in The Science of Cellular Water™, we can offer you unmatched speed in resolving skincare concerns and restoring youthful good health. By treating your health topically and internally, while supporting your need for emotional self-care, we will help you feel a rapid improvement in your health

that will be reflected in a more youthful appearance. Because all products and protocols are rooted in my discoveries in The Science of Cellular Water, we rebuild your health starting at the microscopic level - where we encourage the body to produce the watertight cells that are the fundamental marker of youth.

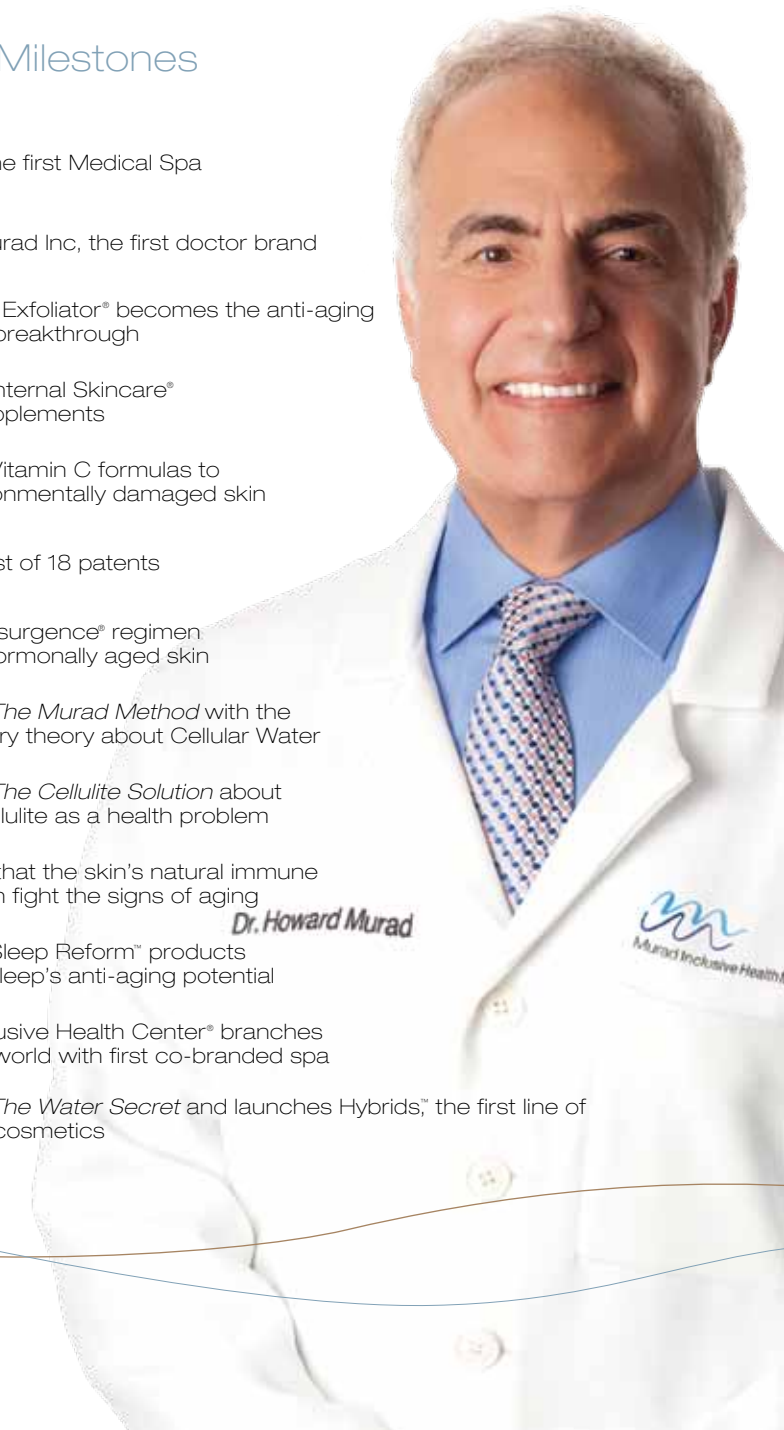
Whether you come to our state-of-the-art spa for a single treatment or for our world-renowned Inclusive Health Programs, you will see and feel a noticeable renewal and enjoy a unique treatment experience that is both memorable and meaningful.

*Howard Murad MD*



## Dr. Murad's Milestones

- 1985 Pioneers the first Medical Spa
- 1989 Founds Murad Inc, the first doctor brand
- 1989 AHA Rapid Exfoliator® becomes the anti-aging treatment breakthrough
- 1995 Develops Internal Skincare® Dietary Supplements
- 1997 Develops Vitamin C formulas to treat environmentally damaged skin
- 1998 Murad's first of 18 patents
- 2002 Initiates Resurgence® regimen to target hormonally aged skin
- 2003 Publishes *The Murad Method* with the revolutionary theory about Cellular Water
- 2005 Publishes *The Cellulite Solution* about treating cellulite as a health problem
- 2007 Discovers that the skin's natural immune system can fight the signs of aging
- 2009 Develops Sleep Reform™ products to unlock sleep's anti-aging potential
- 2009 Murad Inclusive Health Center® branches out to the world with first co-branded spa
- 2010 Publishes *The Water Secret* and launches Hybrids™, the first line of treatment cosmetics





## Where the timeless beauty of good health comes to life

Only at The Spa at NorthPointe, a Murad Inclusive Health Center®, can you experience the ultimate connection between beauty, medicine and wellness. Our full range of services includes:

- Murad Inclusive Health® Consultation and Programs
- Facial Therapies
- Body Therapies
- Waxing
- Home Care Retail Recommendations

### The Three Pillars of Inclusive Health

To improve health and restore youthfulness at the cellular level, each Inclusive Health program is designed using an inclusive three-pillar approach which includes:

**Topical Care** – to address the surface of the skin, the body's largest organ and its first line of defense. This care includes topical treatments such as esthetic facials, home skincare regimens and cosmetic medical services.

**Internal Care** – to support all aspects of a healthy lifestyle and feed the 80% of skin cells that can only be reached through the bloodstream. This care includes nutrition, supplements and prescription medication.

**Emotional Self-care** – to help patients achieve balance. This includes spa services, stress reduction activities like exercise and support groups to nurture the psyche.



# 10-Week Inclusive Health® Programs

Dr. Murad's ultimate signature service transcends the ordinary spa experience. Based upon his discoveries in *The Science of Cellular Water™*, Murad's proprietary, customized program provides you with the tools you need to take control of your health and the aging process. Spa professionals and Inclusive Health Practitioners work hand-in-hand to restore your youthful good health and reveal a more beautiful appearance. You'll discover why Inclusive Health® is known as the new science of aging.

## Murad Inclusive Health Consultation

**60 minutes - Initial Consultation**

**Two follow-up appointments are included when you purchase any of our Inclusive Health Programs or qualified customized programs**

Your first step on the life transforming journey to your personal best is an assessment of wellness unlike any other. Your certified Inclusive Health Practitioner has been personally trained by Dr. Murad and will guide you through a Murad Inclusive Health Consultation that focuses on these key markers of health:

- Skin Health
- Sense of Self
- Cellular Health - 4 internal physical health measurements

Your health metrics will be compared to thousands of others whom we have assessed. Your Inclusive Health Practitioner will examine your results and goals, and create a personalized 10 week program with a results-oriented strategy based upon our inclusive three-pillar approach, which looks at your needs for Topical Care, Internal Care and Emotional Self-care. Your Inclusive Health Practitioner will act as your personal coach as you learn to live Inclusively and will target your specific concerns and customize your course of therapy at every stage of progress. We are your partners and our goal is to help you achieve the optimal health and well-being that you can see, feel and measure.

When you purchase any of our 10-week Inclusive Health Programs or qualified customized program, you'll return for a mid-point coaching session and a follow-up Consultation at the end of the program so that we may show you the progress you've made on your new path.

You'll discover that by living Inclusively, you've not only optimized your wellness from a cellular perspective, you've regained your youthful vitality too!

## Classic Anti-Aging Program

**10 weeks - includes the following:**

- Murad Inclusive Health Consultation
- Anti-Aging Facial (50 minutes)
- Firm and Tone Dietary Supplements (1-month supply)
- Murad Home Care Regimen (up to \$150)

## Aging Skin Restoration Program

**10 weeks - includes the following:**

- Murad Inclusive Health Consultation
- 6 Anti-Aging Facials (50 minutes)
- Firm and Tone Dietary Supplements (1-month supply)
- Murad Home Care Regimen (up to \$300)
- Copy of one of Dr. Murad's books

## Acne Relief Program

**10 weeks - includes the following:**

- Murad Inclusive Health Consultation
- 6 Acne Complex® Facials (50 minutes)
- Firm and Tone Dietary Supplements (1-month supply)
- Murad Home Care Regimen (up to \$150)
- Copy of one of Dr. Murad's books

## Ultimate Weight Management and Cellulite Solution Program

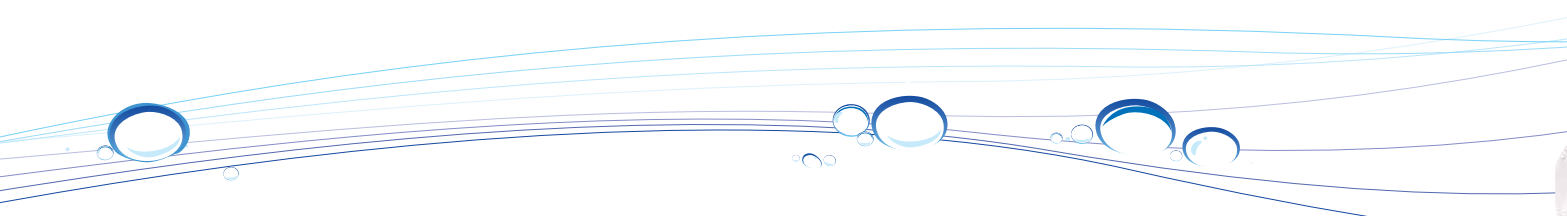
**10 weeks - includes the following:**

- Murad Inclusive Health Consultation
- 8 Firm and Tone Body Treatments (50 minutes)
- Firm and Tone Dietary Supplements (2-month supply)
- Firm and Tone Serum and Body Firming Cream
- Copy of Dr. Murad's book *The Cellulite Solution*

## Total Transformation Program

**10 weeks - includes the following:**

- Murad Inclusive Health Consultation
- 8 Customized Spa Facials (50 minutes)
- 8 Signature Massages (50 minutes)
- Firm and Tone Dietary Supplements (1-month supply)
- Murad Home Care Regimen (up to \$300)



# Facial Therapies

Revitalize your skin, relax your mind and discover a dramatic improvement in your appearance with our medically advanced facial therapies. Our professional treatments combine a high concentration of active ingredients with the healing power of touch, providing results far more advanced than you can achieve with home care alone.

## Anti-Aging Facials

### IP<sup>5</sup> Illuminating Peel

**50 minutes**  
**Series of six**

 signature service

Treat and defeat all signs of aging with our most comprehensive and advanced anti-aging facial. Your skin is re-programmed for youthfulness by immune cell-stimulating Immuno-Skin Complex<sup>®</sup> while five high performance exfoliators, hydrators and brighteners rapidly resurface and rehydrate your skin. Hyaluronic microspheres in the instant eye-lift super-hydrate skin and plump deep wrinkles in a formula that's proven to increase skin firmness by up to 75% in just 15 minutes! The Cooling Recovery Mask rehydrates, rebalances and protects skin that's newly bright, newly smooth and clearly more youthful!

### Intensive Wrinkle Reducer<sup>®</sup> Rapid Peel

**50 minutes**  
**Series of six**

 signature service

Swiftly and dramatically reduce the appearance of wrinkles with powerful exfoliators while infusing the skin with long-lasting hydration. Enjoy dramatic improvements in texture and tone without the severe level of irritation characteristic of a high-performance peel. Featuring Murad's exclusive Durian Cell Reform<sup>®</sup> technology to enhance the penetration of anti-aging ingredients, this clinically proven, results-oriented facial will leave your skin brighter, smoother and firmer after just one treatment.

### Resurgence<sup>®</sup> Renewal Facial

**50 minutes**  
**signature service**



Restore the luminous glow you used to know with this luxurious multi-active facial. It's the ideal antidote if you are plagued by a combination of dry skin, fine lines, loss of elasticity, dullness and perhaps even occasional hormonal breakouts. Advanced collagen building technology boosts elasticity and resilience to reduce the appearance of medium to deep wrinkles while gentle exfoliators clear skin of dullness and stimulate cellular turn-over. Luxurious and lasting hydration restores suppleness, texture and tone. After one treatment, you'll see that youthful Murad glow!

### Sun Undone<sup>®</sup> Vitamin C Infusion Facial

**25 or 50 minutes**  
**signature service**



Environmental exposure creates a broad range of problems for your skin, that's why this antioxidant-rich treatment is formulated to restore clarity, texture, elasticity and firmness, while fading pigmentation and smoothing out fine lines and wrinkles. Dr. Murad's patented infusion technology delivers pure Vitamin C directly into the skin for maximum results. See a significant improvement in just one treatment.



### AHA Rapid Exfoliator<sup>®</sup> Anti-Aging Facial

**25 or 50 minutes**  
**signature service**



Fine lines and wrinkles ease as concentrated Glycolic Acid exfoliates away dead skin cells. A unique patented blend of antioxidants, anti-inflammatories, and hydrators soothes and revitalizes skin to reveal a softer, smoother complexion. When performed in a series, your esthetician will gradually increase the strength of each treatment, progressively improving skin's texture, tone and youthfulness with each facial. Ideal for all skin types.

### Acne Complex<sup>®</sup> Treatments

**25 minutes Back**  
**25 minutes Décolleté**

 signature service

Banish back breakouts with this professional-strength treatment designed specifically for your back and shoulders or décolleté. A combination of exfoliating natural fruit enzymes, antiseptics, antioxidants and hydrating agents deep cleans pores for clear, blemish-free skin.

### Teen Skin Clinic

**30 minutes**

 signature service

Learn how to achieve clear, healthy skin with our one-on-one teen skin clinic. A trained esthetician will perform a thorough skin evaluation, conduct a mini facial and provide you with the simple tips you need to get clear and stay clear. (Recommended for ages 10-18)

## Acne Facials

### Acne Complex<sup>®</sup> Facial

**50 minutes**  
**signature service**



Acne breakouts are complex, that's why this facial is designed to reduce acne blemishes and improve skin clarity and tone while instantly soothing redness and inflammation. This professional-strength acne treatment features exfoliating fruit enzymes to open clogged pores for deep cleansing and extraction without irritation. Suitable for all levels of acne severity, this powerhouse acne treatment is also available to help control breakouts on the back and décolleté.





## Body Therapies

Scientific studies continue to reveal that the healing power of touch increases cellular water content, boosts the immune system, improves sleep patterns, reduces stress and lifts the spirit. Healing touch can take many different forms, including massage, connective tissue manipulation and foot reflexology. All body therapies deliver ultimate relaxation and maximum results.

## Specialty Facials

### Sensitive Skin/Redness Therapy® Facial

**50 minutes**

 signature service

Whether a redness flare-up is triggered by exposure to stress, sun, wind or extreme temperatures, this breakthrough treatment provides fast relief to calm and soothe easily inflamed, sensitive skin. Featuring Dr. Murad's patented antioxidant and anti-inflammatory rich formulas; this facial features two intensely calming and cooling facial masks, making it ideal for those who suffer from occasional or persistent redness.

### Murad Men's Facial

**25 or 50 minutes**

 signature service

Shaving can create unique problems for a man's face that may include razor burn, chronic dryness, ingrown hairs, clogged pores, inflammation and occasional acne breakouts. That's why this all-inclusive treatment is designed to immediately soothe irritated skin, deep clean clogged pores and gently remove dullness as it hydrates and reinforces skin's natural protective barrier. Be prepared to be smooth to the touch.

### Pom-Power Pore Cleansing Facial

**25 minutes**

Boost the benefits of your daily skincare routine with this pom-tastic cleansing facial. Fruit enzymes power away dirt and impurities to keep skin free of grime and remove dead skin that is past its prime, while antioxidant Pomegranate attacks damaging free radicals. The result—fresh, glowing skin.

## Enhanced Facial Services

### Collagen Face Mask

**may be added to any facial**

### Collagen Eye Mask

**may be added to any facial**

## Massage

### Murad Signature Massage

**25, 50 or 80 minutes**

 signature service

Achieve deep relaxation for body and mind. Our highly-skilled therapist custom tailors your experience and applies pressure to muscles using long, smooth strokes to reduce tension, soothe sore muscles and improve circulation.

### Sports/Deep Tissue Massage

**50 or 80 minutes**

Our most popular massage relieves sore, stiff muscles or chronic pain. This massage targets buried tension and knots. Our experienced therapist will realign deeper layers of muscles and connective tissue with deep pressure and slow movements thoughtfully applied in concentrated areas. Massage pressure can be adjusted according to individual preference.

### Prenatal Massage

**50 or 80 minutes**

Nurture mother and child in the most relaxing way possible. Available after your first trimester, this comforting massage safely relieves back and hip pain, headaches and swollen limbs, while it provides emotional support and vital, healing touch.

### Reflexology Foot Massage

**25 minutes**

Reflexology stimulates nerves in the feet that correspond to the health of systems and organs in the body. Beneficial by itself or as an add-on to any of our other massages, reflexology induces an intense state of relaxation, reduces stress, boosts the immune system, increases circulation and removes toxins.



## Body Treatments

### Firm and Tone Body Treatment

**50 minutes**

**Series of 8 (Includes a complimentary Murad Firm and Tone Serum, Firm and Tone Dietary Supplement Pack, Body Firming Cream, exfoliating gloves and a copy of *The Cellulite Solution*)**

**S** signature service

Reduce the signs of cellulite and stretch marks while increasing skin firmness and elasticity with the most recognized and results-oriented cellulite treatment in the world. Murad's cellulite treatment begins with a thorough exfoliation of problem areas, followed by a deep, highly-concentrated infusion of pure Vitamin C and a localized massage. A unique, scientifically formulated recipe is then applied to minimize imperfections and nourish skin.

### Seaweed Detoxifying Wrap

**50 minutes**

Begin with a dry-glove exfoliation to loosen dead skin cells and stimulate the lymphatic system. Heated seaweed is then applied to the entire body and you are wrapped in a blanket to encourage maximum purification. The treatment ends with a decadent foot or scalp massage. This results-oriented experience stimulates circulation and increases metabolism to reduce cellulite.

## Waxing

Waxing services remove unwanted hair with gentle wax and state-of-the-art techniques. Both men and women can choose from hair removal services for face, brow, underarm, arm, back, bikini and legs. For best results, hair should be at least 1/4-inch in length.

- Chin or Lip
- Full Face (Lip/Chin/Sideburn/Brow)
- Brow
- Half Arm or Under Arm
- Full Arm
- Half Leg
- Full Leg
- Traditional Bikini
- Men's Back or Chest

# Bringing Home

## the Inclusive Health Experience

We offer you a complete selection of Murad topical products and Murad Internal Skincare® dietary supplements to take home so you can help maintain your fresh-from-the-spa look between visits.

### Acne

#### Clearing Acne through The Science of Cellular Water™

These high performance products focus on clearing the skin of blemishes as well as optimizing overall skin health through a complex blend of pharmaceutical-grade ingredients and natural botanicals to soothe, calm, hydrate and protect. Clinically proven to reduce acne breakouts in 92% of users in just 3 days.

### Age Reform®

#### Reducing the Signs of Aging through The Science of Cellular Water™

Diminish fine lines and wrinkles, restore resilience and firmness, and improve texture and tone. These non-surgical solutions guarantee skin that both looks and feels years younger.

### Hybrids™

#### Delivering Multi-Functional Technologies to Promote Beautiful Skin through The Science of Cellular Water™

A breakthrough in performance and convenience, Hybrids are intelligently engineered 2-in-1 problem solvers that blend a skin-perfecting cosmetic to disguise flaws with both immediate and long term treatment benefits to improve skin's health.

### Environmental Shield®

#### Preventing and Reversing Environmental Damage through The Science of Cellular Water™

Environmental Shield is the first skincare system for all ages and all skin types created to rapidly and naturally reverse the signs of environmental skin aging—while protecting skin from future damage.

### Resurgence®

#### Restoring Youth's Glow through The Science of Cellular Water™

Renew prematurely aging skin with firming ingredients, phytoestrogens (plant-based estrogens) and conditioning agents. Ease the visible effects of declining estrogen levels to give skin the healthy, bright glow of youthful skin.



## Vitalic®

### Optimizing Beautiful Skin through The Science of Cellular Water™

Protect your normal combination skin today and you'll be making an investment of care that will reward you with younger-looking skin tomorrow. Pomegranate Extract protects skin from free radicals that age skin prematurely.

## Clean Scene™ by Murad®

### The uncomplicated way to keep young skin balanced and beautiful

Clean Scene is the place to start when all you need are straight forward products you can trust to keep your skin looking good today and trouble-free tomorrow. Powered by the antioxidant rich Yumberry, Clean Scene neutralizes free radicals, skin damaging enemies of balanced, smooth skin.

## Age-Proof Suncare

### Preventing Aging and Sun Damage through The Science of Cellular Water™

Antioxidant-rich Pomegranate Extract helps neutralize the free radicals that lead to premature skin aging while a unique blend of ingredients helps to protect against UVA/UVB rays and reduce both inflammation and dehydration.

## Redness Therapy®

### Soothing Skin through The Science of Cellular Water™

A soothing blend of botanicals neutralizes redness and relieves discomfort associated with inflamed, irritated skin. Cleanser, treatment and a unique green tinted redness reducing moisturizer help restore health and balance so that sensitivity is diminished.

## Murad Professional

### Immunizing Skin Against Aging through The Science of Cellular Water™

These ultra-premium products feature Murad's most advanced anti-aging ingredient, Immuno-Skin Complex®—a proprietary peptide sequence that sends mature skin a molecular message to promote youthful renewal.

## Murad Man

### Rescuing Men's Skin through The Science of Cellular Water™

Specifically formulated for men's skin, Murad Man is designed to keep skin looking great by keeping it healthy. Beyond the close comfortable shave, Murad Man leaves skin soothed, protected and renewed.

## Bodycare

### Firming and Toning through The Science of Cellular Water™

Provide your body with the building blocks of stronger "cellulite proof" skin while hydrating, firming and stimulating blood flow at the surface to clear existing deposits. Skin is tight, supple, smooth and beach-ready in just 8 weeks!

## Murad Internal Skincare®

### For maximum skin health and beauty, Murad Internal Skincare® helps repair, fortify and protect from the inside out.

**Pure Skin® Clarifying Dietary Supplement**  
Clinically proven to reduce breakouts by 55% in only 6 weeks.

**Youth Builder® Dietary Supplement**  
Reduces lines and wrinkles by 34% in just 5 weeks.

**Sleep Reform Dietary Supplement**  
Encourages a deep, restful sleep while producing a visible improvement in skin.

**Firm and Tone Dietary Supplement Pack**  
Reduces the appearance of cellulite from the inside out.

**Pomphenol® Sunguard Dietary Supplement**  
Intensifies skin's natural sun protection from the inside out.





# Spa Policies

To enjoy full relaxation, we ask that you please arrive 30 minutes before your reservation time. You will receive a robe and slippers to wear between treatments and a locker for your personal belongings. We ask that you do not bring valuables as we are not responsible for lost or stolen items. Complimentary toiletries are available for your use.

## Reservations

Please call your Service Representative at 816.271.8888 to discuss your wellness needs and schedule your services. We would encourage you to schedule in advance if possible to reserve the most convenient time for your schedule. Walk-ins are welcome if our staff has time available. Please note that if you arrive late for a reservation, your treatment will end as scheduled so as not to inconvenience the next scheduled guest. Your service time includes consultation and the scheduled service or treatment.

## Cancellation Policy

For single treatments: If you need to reschedule your reserved time, please contact us within 24-hours of your reservation to cancel. For spa packages or group reservations: please contact us within 48-hours to cancel. Late cancellations will be subject to a fee equal to 100% of the service or package price. No-shows will be charged the full price.

## Guest Etiquette

Our goal is for each guest to enjoy a tranquil, relaxing spa experience. We kindly ask you to turn off or silence cellular phones, pagers or other electronic devices. To maintain a quiet, professional atmosphere, we ask that all guests consider the volume level of their conversations.

## Special Needs

Your comfort and well being are very important to us. Prior to receiving your service, please inform us of any special needs or medical conditions including pregnancy, hypertension, injuries, allergies, disabilities or illnesses. Talking with your therapist will help customize your service to ensure your maximum enjoyment and benefit. We recommend that you allow at least one hour between your last meal and your treatment.

## Age Requirements

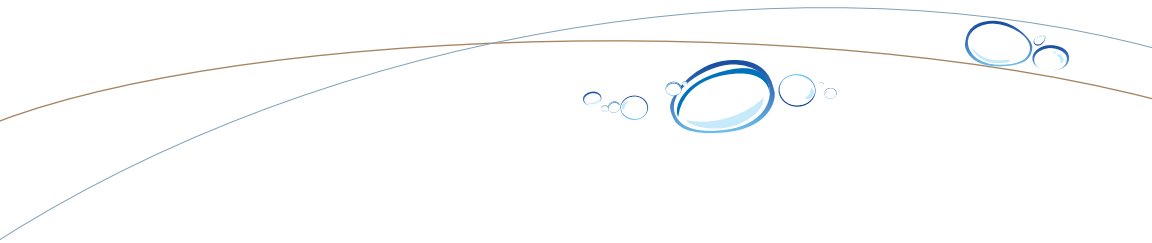
We offer a variety of services and treatments for many age groups. For clinical treatments, we may require minors to be accompanied by a parent or have a waiver signed for consent. Your Service Representative will discuss this with you at the time the reservation is made.

## Pricing, Gift Cards and Gratuity

For your convenience, we accept cash, checks, Visa, MasterCard, American Express, and gift cards. At the time of booking, a credit card number may be required to secure your reservation, but your payment will not be processed until check-out. All prices and services are subject to change without notice. Returns or exchanges are accepted when accompanied by a receipt. Purchases made with cash or check will be reimbursed within 10 days via a company check. Returns of items paid with a gift card will be reimbursed with a gift card for future use. Gift cards can be used toward any service, treatment, product or spa package offered in the spa; they are not redeemable for cash. Our services do not include tax and gratuities. In appreciation to the staff for outstanding service, gratuities may be given at your discretion.

**Spa charges and policies are subject to change without notice.**





*The Spa*  
at NorthPointe

  
Murad Inclusive Health Center

5210 North Belt Highway, Suite 200  
St. Joseph, MO 64506  
816.271.8888

[thespaatnorthpointe.com](http://thespaatnorthpointe.com)

**Hours of Operation** Monday – Saturday 8:00 am to 6:00 pm

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