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Guidance Launches Murad.com

Commerce, Web Development and Integration Services Provided to Create Skincare Commerce Website

MARINA DEL REY, Calif. (October 9, 2012) – Guidance, a web, mobile and social commerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the relaunch of Murad.com, a commerce site for Murad, Inc., the dermatologist-developed innovative, science-based skincare line that delivers high-performance topical and internal skincare products. Guidance provided commerce, web development, and integration services for the new site built on the Magento® Enterprise platform.

Murad required an updated website that provided a user-friendly, branded online shopping experience on a modern e-commerce platform with powerful merchandising tools. In addition to building a feature-rich homepage, category page and shopping cart, Guidance greatly improved Murad.com's merchandising capability with the development of a feature rich-product detail page, which includes tabbed navigation customer reviews, product details and ingredients, as well as "how to use" information. Additionally, the page includes a "Customers Also Liked" cross-sell feature and integration with Facebook, Twitter, Pinterest and Google+ to encourage expansion of the company's social networks.

"Murad.com also required seamless integration with checkout and order management processes," said Jason Meugniot, President & CEO of Guidance. "We developed the extension that enabled the Magento platform to integrate with Oracle R12."

Guidance deployed solutions to integrate Magento Enterprise with Chase Orbital Payment Gateway to pre-authorize credit cards during order submission; BazaarVoice for ratings and reviews; and SilverPop for transactional emails.

The new site also features "What's Right for Me?", a multi-step, skin analyzer that recommends a personalized skincare regimen. The site also features live chat, exclusive offers, a store and spa locator, and skincare resources.

"The Guidance team was impressive in their approach and execution to solving complex problems with our redesign," said Richard Murad, General Manager for Murad, Inc. "They went above and beyond to develop the right solution and launched our site on-time. We couldn't be happier with the quality of their work and the end result."

About Murad

Murad, Inc. was founded in 1989 by Howard Murad, M.D., one of the world's foremost authorities on health care and a pioneer of the clinical skincare movement. Dr. Murad is a practicing physician at the Murad Inclusive Health Medical Group in El Segundo, Calif. where he pioneered the Inclusive Health® approach to optimal living. All Murad products and services are based on The Science of Cellular Water®, Dr. Murad's unified theory of health and aging. Sold in 46 countries, Murad is the #1 selling clinical skincare brand at many locations including Sephora and Ulta. For more information go to Murad.com, Facebook.com/murad or @DrMurad on Twitter.



About Guidance

A Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized commerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social commerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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