

# SGC78

DECEMBER 11-13, 2024 | LOS ANGELES, CALIFORNIA

## Speaker Abstracts

Session C: Frontiers of Science Keynote





## **The Water Secret: Why It's Key to Aging, Beauty and Health**

**Dr. Howard Murad**

**Murad, LLC**

---

### **ABSTRACT**

Dr. Howard Murad summarizes the evidence that cellular water loss—hypohydration—is the underlying cause of the degenerative diseases we associate with aging. Originally proposed as the Membrane Hypothesis of Aging by Zs-Nagy, intracellular water loss eventually cripples the cell's ability to function as intended. This phenomenon is now compounded and accelerated by Cultural Stress, the 24-hour stress of modern living, which results in “inflammaging” (chronic inflammation over time). Chronic inflammation damages cell membranes, induces excess cortisol production, breaks down collagen, and underlies most of the leading degenerative diseases of our time: cancers, cardiovascular disease, diabetes, Alzheimer's, dementia, Parkinson's, and more. Cosmetic scientists have already begun to address these threats with cosmeceuticals such as retinol, and nutraceuticals such as Murad's Youth Renewal and Bright & Even supplements. What will the future hold?