

# Helping Others

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## Be Part Of A LifeRide

(NAPSA)—Your hands, an artist's handiwork and a motorcycle's handlebars can get together to help end a terrible disease, even if you never ride the bike.

That's because Kiehl's Since 1851, the purveyor of fine-quality skin and hair care, partnered with amfAR, The Foundation for AIDS Research, for the seventh annual Kiehl's LifeRide for amfAR. Its mission is to heighten awareness of and raise funds for the charity. Over an 11-day, multi-stop, multi-state motorcycle ride through the



*Photo credit: Travis Shinn*

**Bikers, artists and hand salve users can all be part of an effort to end AIDS.**

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Northeast, from New York City to Philadelphia, the brand will donate \$150,000 to amfAR, and at each stop, the public will be invited to meet the riders, learn more about amfAR and contribute to the non-profit. For this seventh ride, Kiehl's and amfAR are also launching a public service announcement campaign featuring Whoopi Goldberg and Dita Von Teese, to raise awareness for HIV/AIDS statistics in the U.S. That's the handlebar part.

As for the artist's work, to kick off the ride in New York, Kiehl's, with the organization RxArt, has underwritten an installation by contemporary artist José Parlá at Incarnation Children's Center, a skilled nursing facility for children with HIV/AIDS.

Now, here's where your hands come in. Kiehl's customers can join the fight against HIV/AIDS by buying Kiehl's Limited Edition Ultimate Strength Hand Salve, a jumbo size of the classic formula. One hundred percent of the net profits from the sale, up to \$25,000, will benefit amfAR.

Formulated for the driest, most active hands, this heavy-duty moisture treatment is a thick, rich formula offering all-day care and protection. A blend of select botanical oils and natural wax, it lets skin actually absorb water from the air, forming a "glovelike" protective barrier against moisture loss.

The salve is adorned with a red cap and available at all Kiehl's retail stores, Kiehls.com and specialty store partners.

Learn more at [www.kiehls.com/liferide2016](http://www.kiehls.com/liferide2016).