

Recycle And Be Rewarded

(NAPSA)—Here's a look at a rare chance to use rare earth to help both the Earth and your skin.

Kiehl's Since 1851, the venerable purveyor of fine-quality skin and hair care, will donate 100 percent of net profits, up to \$50,000, from its sixth annual Limited Edition Label Art Series for Earth Day to the not-for-profit Recycle Across America to create 65,000 standardized recycling labels for schools. Studies show these labels can raise recycling rates by nearly 50 percent.

The limited edition labels, with Earth-inspired designs, adorn the Limited Edition Rare Earth Deep Pore Cleansing Masque and were designed by socially conscious actors Ashley Judd and Anthony Mackie. Celebrity photographer Laurie Lynn Stark captures each personality in her unique style.



Actor and activist Ashley Judd designed limited edition labels for a charitable face masque to help promote recycling.

The masque's key ingredient, fair-trade Amazonian white clay, can remove dirt, toxins, excess oil, and dead cells, leaving skin more refined with minimized pores.

Once you use the masque, you can return the container to Kiehl's stores as part of its Recycle and Be Rewarded! program. Customers can return empty bottles, tubes and jars for recycling at Kiehl's retail stores, and with every tenth empty, choose a free item.

Find Kiehl's stores and learn more about Kiehl's Limited Edition Rare Earth Deep Pore Cleansing Masques at www.kiehls.com/earthdaymasques and www.kiehls.com. Products are also at (800) KIEHLS-2 and specialty retailers.