

Good News

Looking Good, Doing Good

(NAPSA)—It's a beautiful way to help others and yourself: A product that removes pollution in the form of dirt, toxins, excess oil and dead cells from the skin has joined forces with a group that preserves waterways from polluters.

A venerable purveyor of fine-quality skin and hair care is introducing a limited edition label art series of its Rare Earth Deep Pore Cleansing Masque to help Waterkeeper Alliance fight pollution. That grassroots advocacy organization is dedicated to empowering communities to protect and preserve waterways from polluters. Kiehl's Since 1851 will donate 100 percent of net proceeds of the limited edition product to the organization.



Photo credit: Mariano Vivanco

Shoppers with a social conscience can follow the lead of actress Chloë Sevigny and turn to facial products that promote protecting the ecology.

As part of the project, Golden Globe-winning actors Michael C. Hall and Chloë Sevigny created limited edition labels for the masque, each inspired by water ecology, depicting their visions of social responsibility. The masque itself is made with fairly traded Amazonian White Clay, found in the basin of Brazil's Amazon River and known for skin detoxification properties.

The deep pore-cleansing masque helps eliminate surface impurities and toxins, leaving skin soothed and looking more refined with visibly minimized pores. Learn more at www.kiehls.com.