

Skin Sense

Maximum Moisturization

(NAPSA)—Effective moisturization isn't just about the regular use of moisturizers. It's about using products with natural, nourishing ingredients that moisturize at every step of your skin care routine.

For soft, supple skin, it's smart to start with a mild cleanser, such as Kiehl's Ultra Facial Cleanser, which is formulated with a sugar-derived glycoside foaming agent to cleanse skin without stripping natural oils.



For effective moisturization, consider skin care products with natural and nourishing ingredients like Squalane, apricot kernel oil and avocado oil.

Follow cleansing with non-astringent Ultra Facial Toner, a mild, yet effective alcohol-free toner that gently removes surface residue while hydrating and comforting skin. It does so without stripping natural oils and is pH-balanced to maintain the skin's natural protective barrier.

Finally, use a moisturizer with a light texture such as Ultra Facial Moisturizer (with or without SPF 15), which leaves skin feeling smooth and conditioned, or Ultra Facial Cream, which helps reduce moisture loss while drawing moisture from the air and provides continuous water replenishment throughout the day.

The Kiehl's Ultra Facial Collection uses such natural ingredients as apricot kernel oil, avocado oil and vitamins C and E, providing moisture and hydration at every step. Another important ingredient is Squalane, an easily absorbed botanical liquid that is compatible with the skin's natural oils and restores its natural moisture balance. For more information, visit www.Kiehls.com.