

Recycle—Be Rewarded

(NAPSA)—On Earth Day and all year long, you can help the environment through an inspiring program by using a beauty product with a special label.

Here's how: Kiehl's Since 1851, the venerable purveyor of fine-quality skin and hair care, will donate \$50,000 to Recycle Across America (RAA) so it can create standardized recycling labels for 650 K-12 schools throughout the United States. The hope is that having the proper labels will encourage kids to recycle more in school and then continue to do so at home. RAA is a not-for-profit organization dedicated to delivering societywide solutions that eliminate public confusion, stimulate the environmental economy and expedite progress.



Photo composition by Christopher Makos

Actress Elizabeth Olsen collaborated on a limited edition eye treatment that encourages recycling.

The funds come from Kiehl's Limited Edition Label Art series, this year featuring art by actresses and socially conscious influencers Elizabeth Olsen and Maggie Q, depicting their vision of social responsibility. Their Earth-inspired labels decorate a limited edition version of Kiehl's Creamy Eye Treatment with Avocado, a thick, creamy preparation that helps keep the delicate skin around the eye area well hydrated. One hundred percent of net profits from this, Kiehl's seventh Earth Day campaign, will be used to create the recycling labels.

Encouraging recycling further is Kiehl's Recycle and Be Rewarded! program. Patrons get special Recycle and Be Rewarded! cards that are stamped whenever a Kiehl's empty is returned at any Kiehl's retail store. With the 10th stamp, the patron may choose an item from the Official Kiehl's Travel Collection.

To find the stores or order products, visit www.kiehls.com/EarthDay or call (800) KIEHLS-2 and select specialty retailers. To learn more about recycling, go to www.recycleacrossamerica.org.