

Recycle And Be Rewarded

(NAPS)—Recycling has many rewards and some of them can be skin and hair care products.

In the last few years, the skin care company Kiehl's Since 1851 has collected 500,000 of its empty product bottles from its shoppers for recycling in exchange for free products as part of its in-store Recycle and Be Rewarded! program.

In honor of Earth Day, the company will also donate \$100,000 to Recycle Across America (RAA), a not-for-profit organization that delivers societywide solutions that help eliminate public confusion about recycling, stimulate the environmental economy and expedite progress.



Photo by Timothy White

Actor Spike Lee and his children helped create an Earth-inspired Kiehl's skin care label to benefit Recycle Across America.

The funds will be used to create 150,000 standardized recycling labels. To date, Kiehl's has raised over \$2,000,000 for environmental issues worldwide.

The RAA donation accounts for 100 percent of the proceeds from the company's Limited Edition Rare Earth Deep Pore Cleansing Masque series, which features Earth-inspired designs by four "Friends of Kiehl's": Florence Welch, Mark Ruffalo, Rosario Dawson and Spike Lee.

You can help recycling efforts by purchasing the masque or participating in the Recycle and Be Rewarded! program, taking place at all Kiehl's freestanding stores. For more information, visit www.kiehls.com/Pore-Cleansing-Masque.