

## A Cure In Your Hands

(NAPSA)—Two wheels, two eyes and your two hands can help find a cure for HIV/AIDS. Here's how.

The wheels are on motorcycles ridden by celebrities and others as part of Kiehl's Since 1851's long-standing tradition of supporting HIV/AIDS charities. The company is working with amfAR, The Foundation for AIDS Research, on the sixth annual Kiehl's LifeRide for amfAR.

The 12-day, multistate charity ride helps heighten awareness of and raise funds for amfAR. Backed by Harley-Davidson Motor Company, Delta Air Lines and FIJI Water, the ride begins in Denver and ends in San Diego, August 4–15, 2015.



photo credit: Travis Shinn

**To raise funds and awareness for AIDS research, Chris Salgado, president, Kiehl's USA, leads a motorcycle ride across the country. You can support the ride, too.**

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The venerable skin and hair care company will donate \$150,000 throughout the course of the ride and at each stop, the public can meet the riders, learn more about amfAR and contribute to the nonprofit.

You can help the cause in the stores or online, or by making certain special purchases.

For example, you can feast your eyes on "LifeRide: Riding for a Cure," a coffee-table photo book featuring photos by Grammy Award-winning photographer Travis Shinn. One hundred percent of Kiehl's net profits from the book, up to \$10,000, benefit amfAR.

As for the hands, all the net profits, up to \$25,000 from the sale of Kiehl's Limited Edition Ultimate Strength Hand Salve, a jumbo size of the brand's classic formula, go to amfAR.

Learn more, get a schedule of events or get involved in the fight against HIV/AIDS at [www.Kiehls.com/liferide](http://www.Kiehls.com/liferide). You can also donate directly to amfAR and learn more about the cause at [www.crowdrise.com/LifeRide2015](http://www.crowdrise.com/LifeRide2015). Kiehl's products are available at [www.Kiehls.com](http://www.Kiehls.com), (800) KIEHLS-2 and select retailers.