

Defying Dehydration

(NAPSA)—Good news for men and women whose skin becomes dull and tired as time goes by: Dermatologists recognize this as “age-related dehydration,” a serious skin care concern, and have created a way to overcome it.

Unlike dry skin, a skin type that lacks oil, age-related dehydrated skin occurs because the concentration of moisture-binding molecules in the skin diminishes with time and essential moisture escapes, leading to visible fine lines and rough-looking skin that shows its age.



Immediately after using a new hydrating serum, more than 80 percent of women said their skin felt smoother and more comfortable.

To address this, there's an innovative formula available from Kiehl's Since 1851 that's clinically demonstrated to “flood” the deepest surface layers of dehydrated skin and restore vital moisture for younger-looking skin.

Explains Dr. Adam Geyer, Kiehl's consulting dermatologist, Kiehl's Hydro-Plumping Re-Texturizing Serum Concentrate is made with a potent complex of plant-based glycerin—a natural “moisture magnet”—and Shiso Leaf Extract, which helps protect the “anchoring” of deep moisture into the skin's surface layers.

Adds Dr. Geoff Genesky, head of Kiehl's Skin Care Laboratory, “This innovative formula acts on one of the key causes of dull, tired, aging skin to offer a clinically demonstrated anti-aging solution for customers of all ages.”

It's at Kiehl's stores, select specialty retailers, www.kiehls.com/Hydro-Plump and (800) KIEHLS-2.