

# The Cure For AIDS Is In Your Hands

(NAPSA)—What do a motorcycle ride taking place August 6 through August 10, a hand cream, an Instagram photo, an exercise class and a skincare company have in common? Surprisingly, they can all help fight HIV/AIDS.

## Here's How

**The Motorcycles:** Kiehl's Since 1851, purveyor of fine-quality skin and hair care, has a long-standing commitment to supporting HIV/AIDS charities, and an enduring partnership with amfAR, The Foundation for AIDS Research. To that end, Kiehl's Brand Ambassador Chris Salgado and amfAR's CEO Kevin Robert Frost will ride their motorcycles for five days, along with actor Gilles Marini,



**Not only can a special hand salve restore dry skin, buying it can help fight AIDS.**

men's style influencer Blake Scott, tattoo artist Luke Wessman, and music photographer Travis Shinn, in the ninth annual Kiehl's LifeRide for amfAR. Since 2010, this project has raised nearly \$2 million for cure-related research.

**The Hand Cream:** One hundred percent of the purchase price from the sale of Kiehl's Limited Edition Ultimate Strength Hand Salve, up to \$25,000, will benefit amfAR.

**The Photo:** You can also fight HIV/AIDS by sharing a photo of a heart made from your hands on Instagram and Twitter, and tagging @Kiehls and #LifeRide9. The company donates \$30 a post, up to \$125,000 as part of its overall donation to amfAR.

**The Exercise Class:** Supporters will be able to ride along with the ride, courtesy of CycleBar, the premium indoor cycling brand. Select CycleBar studios nationwide will host Kiehl's LifeRide for amfAR classes, with Kiehl's donating \$30 per bike in one of these classes, up to \$125,000, as part of its overall donation to amfAR. Sign up for one of these classes at [www.cyclebar.com/kiehlsrideforaidsresearch](http://www.cyclebar.com/kiehlsrideforaidsresearch).

**The Stores:** All Kiehl's retail stores accept donations for amfAR through August 13.

## Learn More

For additional information, to find a store or order products, visit [www.kiehls.com/liferide](http://www.kiehls.com/liferide). Products are also at Kiehl's stores, (800) KIEHLS-2 and specialty retailers.