

Skin Care Helps Fund AIDS Research

(NAPSA)—The effort to combat AIDS has gotten a hand—and some wheels.

The wheels are on motorcycles in the fourth annual Kiehl's LifeRide for amfAR, a multiday, multi-state, charitable ride from Seattle to Los Angeles in August to raise more than \$150,000 for amfAR, The Foundation for AIDS Research.

The hand is also from Kiehl's Since 1851, the venerable purveyor of quality skin and hair care. Along with the charity ride, the company has also introduced the Limited Edition Ultimate Strength Hand Salve, and all net proceeds from its sale, up to \$25,000, will benefit amfAR.



Photo Credit: Travis Shinn

Chris Salgado, President, Kiehl's USA, leads a motorcycle ride to raise funds for AIDS research.

Formulated for the driest, most active hands, this heavy-duty treatment is a thick, rich formula offering all-day care and protection. The Limited Edition product is in a jumbo-sized tube that contains a blend of botanical oils and natural wax derived from olives that soothes, moisturizes and conditions skin and lets it actually draw and absorb water from the air, for a "glovelike" protective barrier against moisture loss. This helps protect against and repair the appearance of severe dryness caused by heavy industrial work, manual labor, neglect, or exposure to harsh elements. It's available at the company's freestanding stores, www.Kiehls.com/LifeRide, (800) KIEHLS-2 and select retailers.

For more about Kiehl's LifeRide for amfAR, or to donate to support the fight against HIV/AIDS, visit www.Kiehls.com/LifeRide. You can also donate to amfAR at Kiehl's retail stores and www.Kiehls.com/LifeRide.