

Ride For The Cure

(NAPSA)—A seven-day charity motorcycle ride and a special edition of a popular skin care product will benefit amfAR, The Foundation for AIDS Research.

With Kiehl's LifeRide for amfAR, the skin care company Kiehl's Since 1851 continues its commitment to supporting HIV/AIDS charities. The company has already raised more than \$1,000,000 for HIV/AIDS organizations.



Photo credit: Travis Shinn

Kiehl's is riding to raise funds for the fight against HIV/AIDS. By using moisturizer, you can help.

Kiehl's will donate \$75,000 to amfAR during the ride, and to further benefit the organization, the company will introduce Limited Edition Ultra Facial Cream, a new version of its customer favorite featuring a specially designed motorcycle and flame motif. One hundred percent of Kiehl's net profits from the sale of this product, up to \$25,000, will benefit amfAR.

Ultra Facial Cream has a light moisturizing texture and provides 24-hour hydration. The fragrance-free and colorant-free moisturizer contains squalane, an emollient derived from olives that closely mimics the skin's natural sebum, as well as Antarcticine, Imperata cylindrica and vitamin E, and skin-compatible oils derived from avocados, apricot kernels and sweet almonds. It leaves skin visibly well balanced, particularly in harsh weather, while helping to reduce moisture loss.

For more information, visit www.kiehls.com.