

# An Eye To The Earth

(NAPSA)—A unique beauty treatment for the eye can help make the world a better-looking place. That's because in honor of Earth Day, Kiehl's Since 1851, the venerable purveyor of quality skin and hair care, will donate 100 percent of net profits, up to \$50,000, from special editions of Creamy Eye Treatment with Avocado to the not-for-profit Recycle Across America. The funds will be used to create standardized recycling labels for schools. Kiehl's has already raised \$300,000 for the organization.

The product packaging for this special item is also easy on the eye. It features Earth-inspired art by



**These special package labels designed by the socially conscious influencers Gabrielle Reece and Laird Hamilton contain a limited-edition eye treatment that can help both you and the environment look better.**

such socially conscious influencers as actor Nikki Reed and athletes Gabrielle Reece and Laird Hamilton, created by the multidisciplinary design boutique ilovedust.

The eye treatment has a unique two-part structure. It feels buttery going on, and gently blending it in releases moisturization. The moist, refreshing formula's texture keeps the cream in place in the delicate under-eye area so it's absorbed well and won't get into the eyes. Avocado's rich fatty acids provide a natural and gentle source of vitamin A. The colorant- and fragrance-free treatment includes shea butter, known for its skin-conditioning properties, and can be worn day or night, even under makeup.

Additionally good for the Earth is the Recycle and Be Rewarded program at Kiehl's stores that collects empty Kiehl's bottles from customers in exchange for free products and recycles them.

For more information, visit [www.kiehls.com/earth-day](http://www.kiehls.com/earth-day) or [www.recycleacrossamerica.org](http://www.recycleacrossamerica.org). The product is available at Kiehls.com, Kiehl's stores nationwide, (800) KIEHLS-2 and select specialty retailers.