



Have A Hand In Fighting AIDS

(NAPSA)—Soothing rough hands can be a way to help soothe hearts and minds concerned about AIDS.

That's because, in celebration of the eighth annual Kiehl's LifeRide for amfAR, a multi-city charitable motorcycle ride, Kiehl's Since 1851, the venerable New York-based purveyor of fine-quality skin and hair care, has a new Limited Edition Ultimate Strength Hand Salve.



Getting this big red tube of hand salve can be a good way to help in the fight against AIDS.

The company's classic formula is packaged in a specially designed, bright-red, jumbo-sized tube, and 100 percent of the purchase price, up to \$25,000, will benefit amfAR, The Foundation for AIDS Research.

Created for the driest, most active hands, this heavy-duty moisture treatment is a thick, rich formula offering all-day care and protection. The blend of select ingredients lets skin actually draw and absorb water from the air, forming a "glovelike" protective barrier against moisture loss.

Chris Salgado, president, Kiehl's USA, and Kevin Robert Frost, CEO, amfAR, will lead this year's riders, including actors Ian Bohen, Gilles Marini, Tyler Posey and J.R. Bourne, Anthony Carrino of "Kitchen Cousins," Grant Reynolds of "What Could Possibly Go Wrong?" and tattoo artist Luke Wessman, from Minneapolis to Nashville.

In addition to getting the salve, you can help by:

- Sharing a selfie on Instagram with a heart made from your hands, tag @Kiehls, @amfAR and hashtag #LifeRide8. Kiehl's will donate \$1 for every Instagram post, up to \$25,000, to amfAR.
- Sharing the amfAR PSA featuring Charli XCX.
- Donating to amfAR in a Kiehl's store.

To get the salve, find out more about LifeRide, obtain a schedule of events or get involved in the fight against HIV/AIDS, visit www.Kiehls.com/LifeRide2017. The product is also available at (800) KIEHLS-2, select retailers and the company's own stores.