

# Renew Your Skin

(NAPSA)—As it ages, skin can lose texture and radiance and the ability to properly reflect light due to fine lines, a reduction in hydration level, a lower cell turnover rate and less cohesion. You can't stop time, but nature and human ingenuity can help you slow its effects.

## Who Can Help

The skin care company Kiehl's Since 1851 has harnessed the nourishing power of Iris Florentina Root Extract to create Iris Extract Activating Treatment Essence, a high-performing advanced liquid concentrate that quickly and deeply penetrates skin to boost radiance, reduce fine lines and improve dullness.



**You can renew, renourish and replenish your skin for a more youthful texture.**

The nutrient-rich Iris Florentina Root contains strong nourishing and anti-aging benefits that include the preservation of skin quality and cohesion, protection of the skin barrier and fewer wrinkles.

## How It Works

“As a first step after cleansing, a treatment essence is the ideal formulation to apply on skin,” explains Dr. Geoff Genesky, head of Kiehl's Skincare Laboratory. “Its highly concentrated liquid texture not only allows for more swift absorption of the formula's key ingredients, it also better prepares the skin to receive the subsequent anti-aging and hydration benefits of other products in a customer's regimen.”

## What The Results Are

Consumer tests found that in just a week, 94 percent of women who tried the facial treatment said they saw smoother skin.

## Where To Find It

This treatment is available at Kiehl's freestanding stores, [www.kiehls.com/iris-essence](http://www.kiehls.com/iris-essence), by mail order at (800) KIEHLS-2, and select retailers.