

Rough Road To Soft Skin

(NAPSA)—Some people, it seems, will go to the ends of the Earth to supply top-notch skin care.

For example, Chris Salgado, president of Kiehl's Since 1851, and TV host Grant Reynolds took a weeklong motorcycle ride through Alaska and brought along an innovation in daily hydration, Ultra Facial Deep Moisture Balm, to try it out in extreme cold and rough weather. It features the extract of one of the most resilient flowers on the planet, the edelweiss. They found the face balm can provide ultimate hydration and gentle comfort, strengthen the skin's barriers, lock in vital hydra-



The cold and wind of Alaska's wilderness were no match for a skin balm made with flowers.

tion and leave skin feeling softer. The new formula and Alaska trip were depicted on the Kiehl's float "The Beauty of Adventure" in the 127th Tournament of Roses Parade on January 1 in Pasadena, Calif.

Dry skin affects both men and women. To help, Kiehl's chemists created the facial moisturizer for dry skin using edelweiss flower extract. It's rich in leontopodic acid, a "survivor molecule" that possesses strong anti-oxidative and plant DNA protective properties, which contribute to the flower's resiliency at high altitudes and in harmful environments. The formula also contains antarcticine, which stimulates collagen and elastin formation; glycerin for water distribution; and squalane, derived from olives, to lock in moisture. The unique balm-textured product is so successful at providing 24-hour daily face hydration that immediately after application, more than 96 percent of those who tried it said their skin no longer appeared dry and flaky and more than 94 percent said their skin felt protected.

Kiehl's Ultra Facial Deep Moisture Balm is available at www.kiehls.com/Ultra-Facial-Balm, www.Kiehls.com, by mail order at (800) KIEHLS-2 and at select specialty retailers.