

Sensitive Skin Solution

(NAPSA)—Skin care experts agree: Sunscreen is the No. 1 method of protecting skin from the damaging effects of the sun's UVA and UVB rays. However, for those with sensitive or acne-prone skin, chemical sunscreen filters used in traditional sunscreens may irritate skin. Avoiding necessary sun protection, on the other hand, can lead to premature skin aging.

What To Do

With sensitive skin affecting 66 percent of Americans, the clever chemists at Kiehl's Since 1851 developed a new, nonirritating, broad-spectrum lotion specifically formulated with sensitive and acne-prone skin in mind: Derma-



A mineral-based sunscreen won't irritate sensitive skin but will protect it from the premature aging that UV rays can cause.

tologist Solutions Super Fluid UV Mineral Defense Broad Spectrum SPF 50+. This sheer, ultralight-weight and lightly tinted lotion features a 100 percent mineral-based filter to help defend even the most sensitive and acne-prone skin from the sun's harmful rays, without the irritation that chemical filters may cause.

How It Works

Unlike chemical sunscreen filters that absorb UV rays before they penetrate the skin, mineral sunscreen deflects the rays.

The formula offers additional defense against free radical damage because it has the antioxidant power and conditioning benefits of vitamin E.

What's more, in consumer testing, 87 percent of users said the product blends easily into skin tone and 83 percent agreed it enhances natural skin tone.

Where It's Found

In addition to Kiehl's free-standing stores nationwide, Kiehl's products are available at www.kiehls.com/correct-and-protect-clearly-corrective-super-fluid-uv-defense, by mail order at (800) KIEHLS-2 as well as through select specialty retailers worldwide.