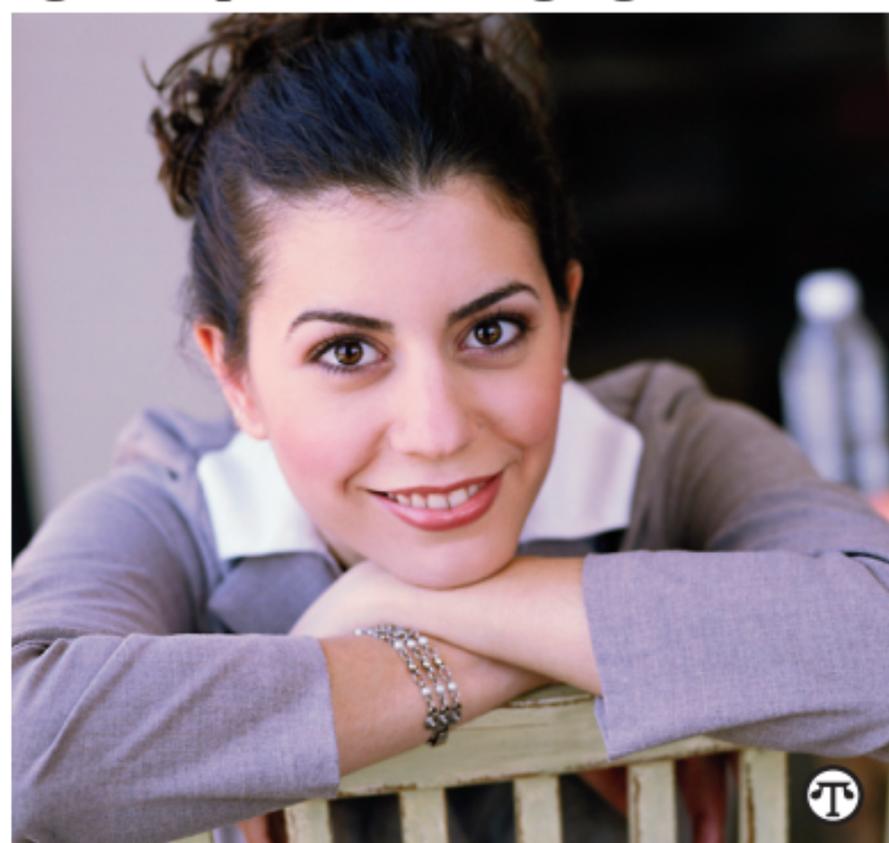


Skin Sense

Study: Skin Requires Topical Vitamin C

(NAPSA)—Due to its numerous health benefits, scientists are increasingly giving vitamin C an A+.

Beyond its effectiveness in boosting the immune system and preventing prenatal health problems, vitamin C—also known as ascorbic acid—is seen as a powerful weapon for protecting the skin against premature aging.



Vitamin C has been proven to help promote healthy skin.

“A study at Seoul National University College of Medicine demonstrated that levels of ascorbic acid decrease in skin over time due to both UV exposure and natural aging,” says Dr. Adam Geyer, consulting dermatologist for Kiehl’s Since 1851. “Ascorbic acid is not only effective at minimizing fine lines and wrinkles, but it also serves as a powerful antioxidant that helps neutralize damaging free radicals to further promote youthful-looking skin.”

This year marks the 10th anniversary of Kiehl’s Powerful-Strength Line-Reducing Concentrate, which is formulated at a highly potent level of 10.5 percent vitamin C. The formula remains one of the most highly effective products of its kind—proven to address not only fine lines and wrinkles, but also reveal a significant improvement in skin texture and radiance.

To offer similar anti-aging benefits to the delicate eye area, Kiehl’s has developed Powerful-Strength Line-Reducing Eye-Brightening Concentrate, clinically demonstrated to noticeably decrease the appearance of crow’s feet and sub-orbital wrinkles and visibly minimize dark circles for a brighter and younger-looking eye area.

Kiehl’s products are available at www.kiehls.com/pslrc, by mail order at 1-800-KIEHLS-2 and through select specialty retailers worldwide.