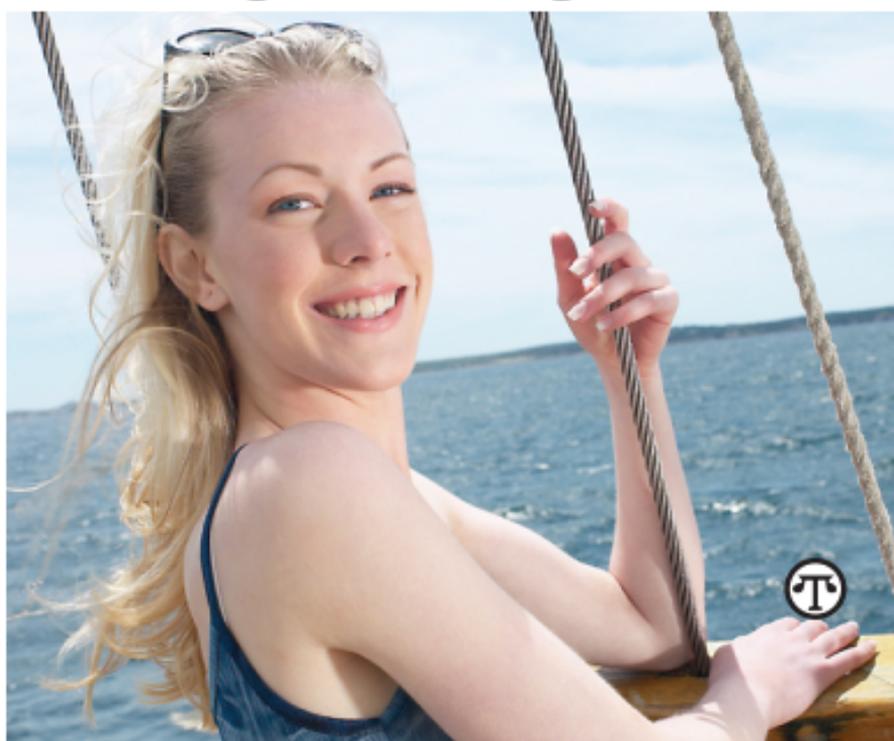


Sun Facts

Sun Protection And More

(NAPSA)—One of the smartest ways you can protect your skin from the damaging effects of sun exposure is with a sunscreen that blocks or absorbs ultraviolet light. But the latest sunscreens offer even more.

“Proper use of a broad-spectrum sunscreen helps minimize skin tone irregularities while preventing premature skin aging,” says Dr. Sherry Hsiung, hyperpigmentation specialist, skin cancer surgeon and Kiehl’s Since 1851 consulting dermatologist.



Sunscreens with antioxidants help protect against free radicals.

Protection is just the beginning. Kiehl’s new sunscreen, Dermatologist Solutions Activated Sun Protector Sunscreen—Broad Spectrum SPF 50, includes powerful antioxidants to further protect skin from environmental aggressors. This formula is an oil-free, paraben-free, ultra-lightweight sunscreen with three distinct antioxidants—goji berry, vitamin E and einkorn wheat—to neutralize skin-damaging free radicals.

The broad-spectrum formula features a patented photostable technology to provide longer-lasting protection, defend against UVA rays, which cause the visible signs of premature aging, and guard against UVB rays, known to cause sunburn. For more information, visit www.kiehls.com/Activated-Sun.