

## Sun Sense For Your Skin

(NAPSA)—Here's a bright idea for keeping skin healthy and youthful looking: Protect it from the sun. According to the Skin Cancer Foundation, more than 90 percent of visible changes commonly attributed to skin aging are caused by the sun.

That's one reason you should wear sun protection every day, no matter the season, the weather or the activity. Fortunately, Kiehl's Since 1851 offers three new ways you can protect yourself, no matter the occasion.



**It's smart to protect your skin from harmful ultraviolet rays with sunscreen at all times.**

First, for every day protection, there's Kiehl's Dermatologist Solutions Super Fluid UV Defense Sunscreen SPF 50+. Its UVA and UVB filters work together to deliver protection. It's paraben-free with a silky, matte, non-whitening finish that's an excellent base under makeup.

When you'll be out for long or the sun's very strong, there's Kiehl's Activated Sun Protector Sunscreen Broad Spectrum SPF 30 Water-Light Lotion For Face & Body. It's dermatologist tested and safe for all skin types, plus its unique formula transforms to a waterlike, weightless texture on skin. Because it's more water resistant, it's a good choice for a day at the beach, the game or on the slopes.

For every day eye protection, there's Kiehl's new Clearly Corrective Dark Circle Perfector with SPF 30. Experts say sun damage contributes to dark circles under the eyes, a concern for 54 percent of women in the U.S., and this can help prevent and correct UV damage. It instantly brightens, reduces discoloration and protects against future darkening.

In addition to being available at Kiehl's freestanding stores and select specialty retailers, these products are at [www.kiehls.com/sun-care](http://www.kiehls.com/sun-care) and (800) KIEHLS-2.