

The Light Side Of Hydrating

(NAPSA)—Good news for the estimated one in three women with dry or dehydrated skin: Scientists have discovered some simple solutions.

While skin that's merely dry is uncomfortable, when skin suffers from dehydration, moisture is lost rapidly. Skin feels tight and looks dry, flaky and aged, as premature lines and wrinkles appear more prominent.

Explains Dr. Adam Geyer, consulting dermatologist for Kiehl's Since 1851, "Very dry skin is characterized by a lack of water and lipids in the superficial layers of the skin. What very dry skin needs is not simply any old heavy moisturizer—it needs an effective one that penetrates well and integrates into the stratum corneum to deliver moisture continuously, day and night."



A new moisturizer for very dry and dehydrated skin offers deep hydration, fast, without feeling heavy.

In response, the scientists at Kiehl's Since 1851 created Ultra Facial Cream Intense Hydration. Its key ingredient, Enriched Hyaluronic Acid, is really two hydrating molecules that deliver concentrated hydration pockets and fill the cracks in dry skin for deep hydration.

In addition, those of any skin type can complement any moisturizer with Ultra Facial Overnight Hydrating Masque. While you sleep, the intensive moisturizing treatment helps boost skin's ability to retain water, for long-lasting hydration and a healthier, youthful appearance.

For more information about Ultra Facial Cream Intense Hydration and the Ultra Facial collection, visit www.kiehls.com/Ultra-Facial-Intense-Cream.