



**Kiehl's Since 1851 introduces  
Grapefruit Hand and Body Cleanser to benefit YouthAIDS**

Introducing Kiehl's "Grapefruit" Hand and Body Cleanser with 100% of the profits to benefit YouthAIDS and a new label launched in support of World AIDS Day – December 1, 2005.

After raising over \$300,000 from the sale of the "Eucalyptus" Liquid Body Cleanser to benefit YouthAIDS since July 2001, Kiehl's Since 1851 continues its commitment to the program with a new twist: our best-selling body wash with a pump and a new label. Magnolia Porter, a 19-year old New York City native designed the label. Her inspiration was hope for the mission of YouthAIDS, and to help spread awareness of this disease that has claimed more than 20 million lives. Her design was selected from a number of entries to an art contest Kiehl's set up to reach out to young people by having them design an inspirational label for this product which will benefit YouthAIDS.

YouthAIDS, an HIV/AIDS education and prevention initiative of the global health organization PSI, targets at risk youth between the ages of 15-24. YouthAIDS uses media, pop culture, music, theatre and sport to reach 600 million young people in more than 60 countries with life-saving messages, products, services and care.

Every fifteen seconds, another young person becomes infected with HIV. Nearly 12 million people between the ages of 15 and 24 are HIV+ and most don't know they are infected. Without a cure or vaccine, education and prevention are our best tools to stop the spread of AIDS. By raising both awareness and funds, Kiehl's "Grapefruit" Hand and Body Cleanser will help YouthAIDS protect and educate thousands of those most at risk for HIV infection – the world's youth.

Suggested Retail Price: \$13.00

This edition of the Kiehl's "Grapefruit" Hand and Body Cleanser to benefit YouthAIDS is available at Kiehl's freestanding stores, at [www.kiehls.com](http://www.kiehls.com), by mail order at 1-800-KIEHLS-1, as well as through specialty retailers Neiman Marcus, Barneys New York, Saks Fifth Avenue, and Nordstrom.

For more information on YouthAIDS, please log on to [www.youthaids.org](http://www.youthaids.org)