

Kiehl's Times

MARCH 2017

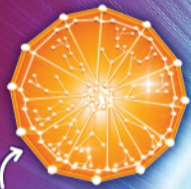
YOUR NEWS ON ALL THINGS KIEHL'S

BRIGHTEN YOUR SKIN'S FUTURE

SMOOTHES TEXTURE

DEEPLY HYDRATES

IMPROVES BRIGHTNESS



Activated C



Smoothing Glycolic Acid



Clearly Corrective™ Brightening and Smoothing Moisture Treatment

Clinically-Demonstrated* to Help Correct the Appearance of Skin Discoloration & Rough Texture for Improved Skin Clarity. Infuses Intense Hydration.

With Activated C, White Birch and Glycolic Acid
*Results based upon a clinical study of upper layers of the skin

NEW!
SMOOTHING
GEL
TEXTURE

NEW!

CLEARLY CORRECTIVE™ Brightening & Smoothing Moisture Treatment

14 months ago, Kiehl's chemists began formulating a new type of hydrator—an innovative moisture-treatment—to target 3 key causes of loss of clarity:

rough texture, dehydration, and discoloration.

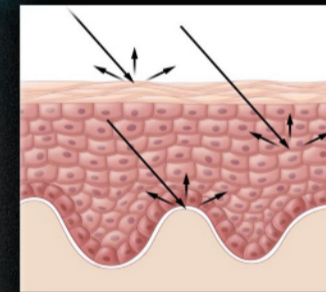
“Naturally we could introduce additional doses of our skin clarity ingredients into a moisturizer, a central step in a regimen. But the true innovation would be in helping skin to **better reflect light**, and to be more receptive to the formula's ingredients. This is where glycolic acid offered an important enhancement to the equation.”

After just 1 week, **86%** of women agreed their skin had a luminous and translucent glow and felt soothed, while **94%** agreed their skin felt moisturized.

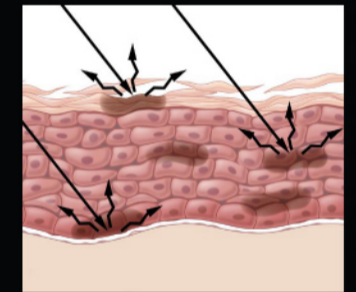
THIS 2017, AN ADVANCEMENT IN SKIN CLARITY

Find out how the **NEW** Clearly Corrective™ Moisture Treatment brightens and smoothens your skin!

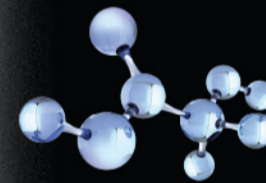
1 SMOOTHEN SKIN TEXTURE



YOUNGER SKIN
Reflects lightly evenly to create a brighter appearance.



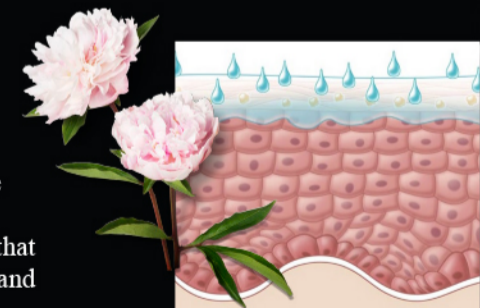
AGING SKIN
Reflects light unevenly, resulting in a loss of clarity.



Between the ages of 30 and 80, skin's epidermal turnover rate can slow by 30–50%, causing dull and rough texture. **Glycolic Acid** helps to gently exfoliate the top layers of the skin allowing light to better reflect off of skin for a more luminous appearance.

2 HYDRATE ADEQUATELY

White Birch Extract draw moisture from the air to help offer **24 hour hydration** in the skin's layers. **Peony Extract** helps neutralize free radicals, helping to maintain skin health so that it more readily receives and maintains moisture.



3 DECREASE DISCOLORATION



With age, skin is exposed to environmental aggressors, leading to oxidation and resulting in discoloration on the skin's surface. In the formula, Activated C, a completely stable, fast-acting **Vitamin C** molecule, helps brighten skin while helping to **reduce the appearance of new spots and discolorations.**¹

OUR BRIGHTEST STAR FOR
SKIN CLARITY

OUR BEST-SELLING
MULTI-WHITENING
SOLUTION



**UPSIZED
@ BETTER VALUE!**

SGD92 / 30ML ◆ SGD 120 / 50ML

Available for a limited time only!

19
GLOBAL
beauty awards

4
MILLION
sold worldwide

Hear why these ladies are in
LOVE AT FIRST BRIGHT
with our #1 serum!



"This is a savior for dull skin!"

Lay Hui, 27,
Analyst



"I'm in love with its effectiveness and light texture!"

Simin, 33,
Business Director and
Mother of Two

A BRIGHT FUTURE... TOGETHER

Wonder what happens when you pair some of our best-selling Kiehl's products together!
Look into the crystal ball to find out!



POWERFUL

Double your dosage of Vitamin C with Kiehl's Powerful-Strength Line-Reducing Concentrate! Skin health is boosted and subsequent serums are more easily absorbed for greater brightening efficacy!



SAFE

Together with the Ultra-Light Daily UV Defense SPF50/PA++++, your skin is safely protected by this duo from the emergence of stubborn dark spots.



CLEAR

A bright future starts with a clean slate. Cleanse your skin from all impurities with the super soothing and calming Calendula Herbal Extract Toner to make way for clear and even complexion.



We're confident you will see healthier, revitalized skin in 28 days.

Guaranteed or your money back.

KIEHL'S PIONEERED TODAY'S CUSTOMER SERVICE INDUSTRY 92 YEARS AGO

Irving Morse, a founding family member of the Kiehl's Pharmacy during the early 1900's, valued the personal relationships he had with his customers and encouraged them to try his hand-made remedies before choosing those best-suited for their needs. Our **"TRY BEFORE YOU BUY"** policy became the pharmacy's motto – and this principle of **personalized customer service plus customized sampling**, has remained a Kiehl's tradition for more than 92 years.

"In 2011, we provided over **40 million samples** to customers.", shares Cheryl Vitali, Worldwide General Manager of Kiehl's Since 1851. "We are certain that we have a formula to solve each customer's unique skin care needs and our customers **appreciate that there is no risk**. They can try the product and ensure it is right for them before making a purchase."

Bring-a-Friend!

Let us change your skin! Drop by our stores with your BFF for him or her to enjoy a complimentary skin consultation and customized samples! Be delighted with an additional welcome gift for both of you if you purchase anything on the spot!*

* Limited to 1 welcome gift per customer. While stocks last.

