

KIEHL PHARMACY

SINCE 1851



THE FRONT OF THE ORIGINAL FLAGSHIP STORE IN NEW YORK CITY

Skin Is In KIEHL'S SINCE 1851 SHOWS US THEIR BEAUTY, INSIDE & OUT

Philadelphia has a lot to be proud of: The Liberty Bell, Benjamin Franklin, The Declaration of Independence, Cheese steaks, Rocky and now, Kiehl's! The City of Brotherly Love has become even more complete as a high-end shopping destination with the opening of Kiehl's Since 1851 on Rittenhouse Square. Touted among Philadelphians, and Americans alike, as creator of the nation's finest skincare products, Kiehl's set up shop on the Square in December of 2002.

Kiehl's executives recognized the city and its assets, saying "The cohesive communal spirit of Philadelphia and the historic and notable reputation of the Rittenhouse Square neighborhood was very attractive to us." So, in the winter of 2002, Kiehl's completed construction and opened the company's fourth free-standing store located on the corner of 18th and Walnut, a prime location for shoppers and skincare aficionados from Philadelphia and the suburbs.

Gracia Walker, spokesperson for Kiehl's reiterated this fact, "At Kiehl's it is important that we listen to our customers. We had been receiving significant requests from our customers in and around the Philadelphia community for us to open up a Kiehl's store. We love how much history Philadelphia has, and our store on Rittenhouse Square gave us an opportunity to educate our customers on not only skin and hair care, but on elements of Philadelphia history that they may not have been aware of."

Kiehl's creative director Victoria Maddocks and architect Chris Harrelson of Brand + Allen Architects (who also designed the Govberg Jewelers store at Boyds) designed the Philadelphia store's luxurious and friendly ambiance. The space is long and narrow with a tin ceiling, wood floors, and white brick walls lined with gray wooden cabinets, reminiscent of the original Kiehl Pharmacy on New York's Thirteenth Street and Third Avenue. Glass shelves with brushed stainless steel accents hold products in sleek organization. And, Kiehl's pledges to foster awareness of the city's history, as it does in each of its freestanding stores, with nods to important figures in city history. "In recognition of Kiehl's longstanding commitment to science and discovery, numerous displays throughout the store pay homage to the scientific discoveries of David Rittenhouse and Benjamin Franklin, two of Philadelphia's most famous and influential figures," says Maddocks.



(LEFT) KIEHL'S PHILADELPHIA LOCATION ON RITTENHOUSE SQUARE'S PRIME CORNER OF 18TH AND WALNUT; (RIGHT) THE SLEEK INTERIOR OF THE KIEHL'S PHILADELPHIA STORE.

Since their opening almost three years ago, Kiehl's has become the area's premiere destination for dependable service and incomparable beauty products. Even international travelers spending time in the city are thrilled to see the store, as it's sometimes difficult to acquire the products abroad.

A BIT OF BACKGROUND

Founder John Kiehl opened the Kiehl Pharmacy in 1851 as an apothecary in New York City. The original Kiehl's gradually evolved from its humble beginnings as a supplier of pharmaceutical tonics and medicinal salves into a full-service pharmacy: a store stocked with teas, herbs, tinctures, honeys, and other natural and effective ingredients.

The first ever Kiehl's product was created in 1921 with the help of Irving Morse. During the 1950's, Irving's son, Aaron Morse took over the business and launched an extensive line of high-quality products for both men and women, including shaving products designed specifically for men. As the company continued to expand, other inventive products emerged, such as Kiehl's lavish Original Musk Oil, revitalizing Blue Astringent, and soothing Lip Balms.

In conjunction with this extensive marketing success, Morse created a stimulating yet small museum in the original New York store featuring Harley Davidson and Indian motorcycles in order to appeal to male customers, or potential male customers shopping with female friends. The strategy was successful, and the bikes soon became very popular, drawing myriads of inquisitive consumers to the store. Kiehl's continues this tradition in each of its stores today.

HISTORY IN THE MAKING

In 1979, Kiehl's owner Aaron Morse, a Columbia University graduate in pharmacology, and owner of Morse Laboratories helped develop penicillin and became a pioneer in the development of a chemical ingredient that was instrumental in the fight against tuberculosis. Morse Laboratories also supplied the government with a special aloe-vera cream used to treat radiation burns. In recognition of his commitment to excellence and the Kiehl's tradition of high-quality merchandise, the Smithsonian Institution's Public Health and Pharmacy collection featured 103 products, which have since become a permanent addition to the Smithsonian Institution's archive.

In 2004, to mark the 25th anniversary of the donation of Kiehl's artifacts, the Smithsonian along with Dr. Ramunas Kondratas, the institution's original curator, introduced three of Kiehl's newest formulations into the Smithsonian's collection: Cryste Marine Cream and Abyssine Cream (two facial formulas), and Original Musk Eau de Toilette, a historically significant fragrance.

Cryste Marine Cream "is an age-deterrent formula facial cream that provides skin with a Retinol-like, firming benefit, boosting cell renewal", says Kiehl's. The company continues its "no fillers" policy and naturally derived products philosophy with this very new and cutting-edge cream. Made with a rare botanical, Cryste Marine (Lat. *Crithmum Maritimum*), found on rock formations alongside the Mediterranean Sea, Kiehl's says Cryste Marine is known to provide skin "with a glowing and youthful result".

Cryste Marine



ORIGINAL MUSK EAU DE TOILETTE, A HISTORICALLY SIGNIFICANT FRAGRANCE INDUCTED TO SMITHSONIAN MUSEUM



ABYSSINE CREAM, ONE OF THE FACE CREAMS DONATED TO THE SMITHSONIAN MUSEUM



CRISTE MARINE CREAM, ONE OF THE FACE CREAMS DONATED TO THE SMITHSONIAN MUSEUM

Kiehl's Abyssine Cream, the second product to be inducted into the Smithsonian's collection this past year, promises to minimize wrinkles and fine lines by creating firmer skin with its unique survival molecule, Abyssine 657. Kiehl's Abyssine Cream is "Harvested from microorganisms which thrive in oceanic hydrothermal vents, the molecules help protect and defend the skin against environmental aggressions," says Kiehl's.

Original Musk Eau de Toilette, the third product to be inducted, is "a modern version of the classic, signature oil essence". The original Musk was a part of Kiehl's first collection of artifacts and formulas donated 25 years ago to the Smithsonian's National Museum of American History. The new variation on the signature Musk oil begins with a creamy and fresh citrus burst of Bergamot Nectar, followed by a soft floral bouquet of Rose, Lily, Ylang-Ylang and Neroli, eventually drying down to a warm, sensual Oriental of Tonka Nut, White Patchouli and musk aroma.

COMMUNITY MINDED MISSION

"The Mission of Kiehl's" revolves around the importance of giving. Written over 30 years ago by Kiehl's founding family, the Mission states the company's belief in the value of giving back to the communities in which they serve their customers on a daily basis. True to their philanthropic commitment, Kiehl's has lent its support to numerous charitable organizations over the years.

In Philadelphia alone the business has gone to great lengths to give back to the public. Kiehl's partnered with Grammy Award winner, actress, and Philadelphia native Eve during the store's grand opening to benefit the Mary Jane Home Enrichment Center, which aids North Philadelphia's homeless community. In true Kiehl's spirit they raised a substantial donation of \$5,000 for the charity.

Kiehl's and acclaimed singer/songwriter Jill Scott also teamed up to benefit her scholarship fund Blues Babe Foundation, which was founded to help youth minority boys and girls finance their way through college. This time Kiehl's stood by its mis-

sion and presented the foundation with a check for \$3,000 to their scholarship fund.

On a national level, Kiehl's continues to support many AIDS foundations. The company launched Kiehl's Hand Care for a Cure in 1997 to benefit AMFAR (American Foundation for AIDS Research), who's mission is to prevent HIV infection and to protect the human rights of all people threatened by the epidemic of HIV/AIDS, with 100 % of the profits donated to the deserving cause. They also teamed up with Magic Johnson to develop Kiehl's Magic's Elixir Foaming Relaxing Bath, donating all profits to the Magic Johnson Foundation, which helps raise funds for community-based organizations dealing with HIV/AIDS education and prevention programs.

Since 2002, Kiehl's has raised more than \$300,000 from the profits of sales of the "Eucalyptus" Bath and Shower Liquid Body Cleanser, with proceeds from this product benefiting the YouthAIDS foundation. Kiehl's has been honored to offer its enduring support to such outstanding organizations as YouthAIDS in their fight to stop the spread of HIV/AIDS among the world's young people.