

Hot Shopping

BEAUTY

Hot Shop: Kiehl's

The Kiehl family opened their flagship store (right) in New York's East Village in 1851, dispensing herbal solutions and over-the-counter drugs. It was 150 years before they opened a second location after slowly broadening their product line to include head-to-toe beauty treats. In a dizzying rush of expansion (thanks to a cash infusion from new owner L'Oréal), the cult favorite now has 15 locations across the country and 11 more outside the US (Asia in particular), bringing their no-nonsense, ahead-of-the-curve offerings to a city near you.

"We were recommending sun protection when everybody else was using tin reflectors and baby oil," boasts Cammie Cannella, assistant vice president of Global Education Development at Kiehl's. The company also listed the ingredients of its concoctions on labels long before the government required it. We like a company that has nothing to hide!

Even better? Free "try before you buy" samples that are gleefully large. And if one of your favorite products is temporarily out of stock, they'll whip some up for you right there on the premises to tide you over! Service doesn't get better than that. —ALIA AKKAM



✿ One-third of Kiehl's customers are men.

Where to shop: 15 Kiehl's stores in the US. Call 800-543-4571 or visit kiehls.com for locations. **How to pay:** AmEx, Diners Club, JB, Mastercard, Visa, cash, check. **Return policy:** Full refund with receipt (no time limit). **Special services:** Free personalized skin care consultations by appointment.

Our Brilliant Buys

Etc.

One customer walked into a store with a prescription from her doctor for Kiehl's Lip Balm #1 to treat her chronically chapped lips.



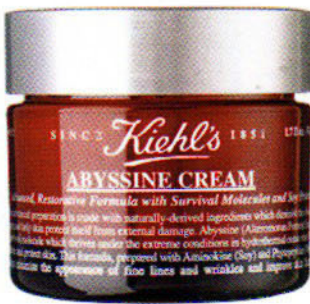
▲ **Moisturizing Lip Gloss in black raspberry, \$11.50** The perfect sheer red for all skin tones, and it's shiny without any goopiness.

◀ **Blue Astringent Herbal Lotion, \$14** This witch-hazel-and-camphor-infused astringent is great for breakout-prone skin. Men love it as a shaving-bump eradicator.



▶ **Creme de Corps Nurturing Body Washing Cream, \$18** Use this shea butter cleanser and softener every day in the shower, and you may be able to skip body lotion.

▼ **Abyssine Cream, \$38** A soy-and-wheat-protein-packed anti-aging wonder that instantly plumps up fine lines. Gentle enough for sensitive skin.



▲ **Original Musk Blend No. 1, \$37** Created in the 1920s, this scent was originally stored in a container labeled "Love Oil." We smell why: It's the most sensual musk we've ever spritzed on.

All products available at Kiehl's stores.