

Headline	OPEN YOUR HEART		
MediaTitle	Hello		
Date	16 Nov 2012	Color	Full Color
Section	NEWS	Circulation	20,000
Page No	89	Readership	50,000
Language	English	ArticleSize	708 cm ²
Journalist	N/A	AdValue	RM 2,861
Frequency	Fortnight	PR Value	RM 8,582



Charity

BEAUTY

DESIGNER HEARTS

For four years now, Kiehl's has paid tribute to Mother Nature with its Save Our Rare Earth project with its long-term partner Yayasan Anak Warisan Alam (YAWA) or the Children's Environmental Heritage Foundation. This year, Kiehl's embarks on a stylish project with three eco-conscious fashion designers – Khooi Hooi, Amir Luqman and Ung Yu Lin – who have each designed a Kiehl's limited edition 'Green' label for the iconic Ultra Facial Cream. 100% of the proceeds from sales of the Limited Edition JUMBO Ultra Facial Cream 125ml (RM190) will be donated to YAWA.

OPEN YOUR HEART

Make a difference with these good buys that give back

DO IT FOR THE KIDS

M•A•C is offering festive greetings with a difference through its 'Kids Helping Kids' Christmas cards, which have been specially created by children infected with HIV/AIDS. At the price of RM30, opt for either a set of six greeting cards or 12 gift cards, complete with envelopes. All proceeds go to the M•A•C AIDS fund.



EYE TO EYE

Help L'Occitane Malaysia give the visually-impaired a bright future through its annual signature fundraising initiative with the limited edition Pure Mini Shea Butter. With an aim to raise a total of RM40,000, L'Occitane Malaysia will donate the funds to the Malaysian Association for the Blind's (MAB) Kinta Valley Training Centre in Ipoh, Perak, to better equip and update its computer lab. You can contribute by purchasing the Pure Mini Shea Butter (8ml) for RM32 from now until 31 December.



A YEAR OF VISIONS

Clarins is set on educating children on the importance of environmental protection and the welfare of the less fortunate by hosting a drawing competition at Sekolah Sri Kebangsaan Sri Kelana. 12 drawings by students depicting themes in Environment Protection and 3R Lifestyle (Reduce, Reuse, Recycle) have been selected to be featured in the Clarins 'Treasure Nature' 2013 Planner. Priced at RM12 each, the proceeds from sales of the planner will be donated through Clarins' 'We Care' Charity campaign to charity homes Tara Bhavan, Teratak Nur Barakah, and the Home for Special People. Available at Clarins counters until 31 December.

BAG THE BENEFITS

Look trendy for a cause when you purchase an agnès b. bestselling *my bag!* Proceeds will go to Suria KLCC's Purple Day event in aid of the National Autism Society of Malaysia. Designed by 10 artists from 10 different countries, the collector's edition *my bag!* is limited to a production of 150 bags, of which two bags from each designer are available in Malaysia. Ideal for travelling, the practical, light and resistant nylon bag will be a reminder of your contribution to education, protection and care for those affected by autism and their families.

