

Kiehl's FFW BEAUTY BOUTIQUE SINCE 1851

Put your best face forward!

Frugal Fashion Week 2010 debuts an evening of beauty at Kiehl's.

For Immediate Release (Toronto ON): On Thursday, July 22 (2010), frugalistas will gather at Kiehl's Uptown (2518 Yonge St., Toronto ON, 416.483.1335, www.kiehls.com) for the FFW Beauty Boutique, Frugal Fashion Week 2010's (FFW) opening event!

The FFW Beauty Boutique features mini facials complete with makeovers/make-unders and hairstyle stations. Kiehl's beauty experts will dole out skincare and make-up advice to eager frugalistas who want to learn how to put their best face forward!

Founded in 1851, Kiehl's began as an old-world apothecary in New York's East Village neighborhood. Kiehl's extensive background represents a blend of pharmaceutical, herbal, medicinal and skincare knowledge developed and advanced through the generations.

"Kiehl's Uptown is thrilled to be a part of Frugal Fashion Week," says Lisa Nordin, Kiehl's Uptown manager. "As part of Frugal Fashion Week we will be hosting an evening of luxurious pampering. Please join us for your choice of treatment while you sit back and enjoy a cocktail, and make sure you don't leave without your gift bag. We look forward to hosting what is sure to be a fantastic evening!"

Upon arrival, guests will receive a gift bag filled with Kiehl's products. Cupcakes will be in abundance as FFW brings back the popular Cheap Chick Cupcakery; indulge in cupcakes inspired by Yonge & Eglinton, including Cheap, Cheerful & Chocolately and Uptown Girl! A special guest DJ will spin everything from hip-hop to house throughout the evening. Guests will enjoy Teatinis, courtesy of David's Tea (2389 Yonge St., Toronto ON, 416.480.0002, www.davidstea.com).

Join us for an intimate evening of beauty and celebrate the official launch of Frugal Fashion Week 2010 in beautiful style!

What: Kiehl's Uptown presents the FFW Beauty Boutique

When: Thursday, July 22, 2010
7pm - 10pm

Where: Kiehl's (Uptown), 2518 Yonge St., www.kiehls.com

Tickets: \$10, available securely online at www.frugalfashionweek.com