

BEAUTY INTERVIEWS

# INTERVIEWING KHALID SHAFAR AS THE NEW FACE FOR KIEHL'S

< Previous Post

15 July 2014

Next Post >



1 of 1



0



Like

Khalid Shafar, design extraordinaire, talks to AMDmode about his new achievement as the face of Kiehl's and the importance of skincare and grooming for men:

**Q: How does it feel to be associated with Kiehl's?**

0

Search





**Q: How does it feel to be associated with Kiehl's?**

I am very proud as an Emirati designer to be associated with an international brand like Kiehl's and to represent them in the Middle East. It's an honor and a big responsibility at the same time. Such association imposes commitments on both of us towards our clients and fans and I am very pleased with Kiehl's choice of me to become their brand ambassador.

**Q: What is it about Kiehl's that you think sets them apart from its competitors?**

The brand long history and experience in this industry makes it a pioneer in skincare with loads of researches and studies. Also, the diversification of the product mix makes the brand a fit to a wider client base with different needs. In addition, the CSR initiatives Kiehl's adapts bring them closer to their clients and attract new potential customers to the brand.

**Q: What is your favorite Kiehl's product?**

The Ultimate Strength Hand Salve is my favorite product and in fact it was my first introduction to the brand years ago. I am also recently enjoying the Facial Fuel Energizing Face Wash and the Eye De-Puffer that is just perfect for my daily lifestyle and travel routine.

**Q: Can you name 5 must haves that are essential for men in the UAE?**

1. FACIAL FUEL ENERGIZING FACE WASH
2. FACIAL FUEL SPF 15
3. FACIAL FUEL EYE DE-BUFFER
4. ULTIMATE STRENGTH HAND SALVE
5. AMINO ACID SHAMPOO

**Q: How would you describe your skincare routine?**

With a busy schedule, constant travels and hectic working days, I try to keep a daily basic skincare routine consists of two times a day of face cleansing, light application of Facial Fuel SPF 15 along with Eye De-Puffer and when needed within the day I apply Hand Slave and No-Shine Moisturizing Lip Balm.

**Q: What advice would you give to men in UAE regarding skincare?**

With a harsh weather here in the UAE especially during summer time, it's very important to cleanse the face at least twice a day, morning and evening before bed. The Facial Fuel Energizing Face Wash is perfect product for this. I also advice them to use the Facial Fuel SPF 15 to protect the skin from strong sun damages.

*By Pavan Premaney*

Search



SIGN UP

FOR OUR FREE DAILY E-MAIL



Enter your e-mail address

SUBMIT



## EDITOR'S CHOICE



GADGET

## GOPRO HERO3

THE ALL NEW GOPRO HERO3 IS A SPORTS ...

→ READ MORE



CARS

## 2015 BMW X6



0



Like

0



Tweet

0

Beauty Interview Interview Khalid Shafar Kiehls Magazine