



HEALTH & BEAUTY

Award-winning innovation: Zeitgard Pro Cosmetic Device wins German Design Award 2023

LR Health & Beauty receives coveted award in the category “Bath & Wellness”

Ahlen, 16 December 2022 – The launch of the Zeitgard Pro Cosmetic Device in September of this year will go down as the most successful launch in LR Health & Beauty history. Now there is another milestone to celebrate: With its “At-Home Beauty Salon”, the international direct sales company has won the German Design Award 2023 in the category “Bath and Wellness”. With its modern and timeless product design, ergonomic handle and inductive charging station, the Zeitgard Pro wowed the jury in the “Excellent Product Design” competition.

CEO Dr. Andreas Laabs points out that winning the German Design Award is a key moment in LR history: “The German Design Award acknowledges the hard work that our colleagues have put into developing this ground-breaking LR product. The Zeitgard Pro is modern, timeless and totally innovative – the fact that the German Design Awards jury recognised this makes us very happy.” In February, Andreas Laabs will travel to the official award ceremony together with a number of LR employees and accept the award, which will be presented by the German Design Council.

Zeitgard Pro is full of innovative power

As a cosmetic device for home use, the Zeitgard Pro combines four different application functions that ensure professional facial cleansing, intensive detox exfoliation, visible wrinkle reduction and a firmer and more even complexion. When used together with basic care and cleansing products appropriate for the user’s age and skincare needs, the Zeitgard Pro ensures timelessly beautiful skin. The Zeitgard Pro is up to ten times more effective at removing impurities from the facial skin than conventional manual cleansing*.

*Scientific study by the renowned institute Dermatest GmbH, 2022.



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for your life.



Caption: The LR Zeitgard Pro Cosmetic Device is a German Design Awards 2023 'Winner' in the "Excellent Product Design" competition in the "Bath & Wellness" category.

German Design Council

The German Design Council has operated as one of the world's leading centres of expertise in communication and knowledge transfer within design, branding and innovation since 1953. It is part of the worldwide design community and has always contributed to the establishment of global exchange and networking thanks to its international offering, promotion of new talent and memberships. With events, conventions, awards, jury sessions and expert committees, the Council connects its members and numerous other international design and branding experts, fosters discourse and provides important stimulation for the global economy. More than 350 businesses currently count among its members.

LR Group

Following the motto "More quality for your life", the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in around 28 countries. As a modern social selling platform, the company combines personal exchange in its community with efficient, digital solutions. This expertise is particularly evident in the "LR Connect" app developed by LR itself, which supports the community in building and developing its business. The community, often acting as micro influencers, is young, flexible and increasingly uses social media as a sales platform.

LR's goal is to improve people's well-being and health with its portfolio – consisting of nutritional supplements and personal care, health representing close to 65% and beauty 35% of our sales. That is why the company continuously develops new products – from the power of nature in combination with the latest scientific findings.

The processing of Aloe Vera has been one of the core competencies of LR Health & Beauty for almost 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established one of the most modern Aloe Vera production sites for Aloe Vera Drinking Gels in Europe. LR has been firmly established in the market for over 35 years with around 1,200 employees and more than 300,000 registered community members. LR also founded the LR Global Kids Fund e.V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions. The commitment to take responsibility in terms of ESG is part of LR's philosophy. LR has been using FSC-certified paper since 2020, takes various measures to avoid plastic consumption and has switched to green power.



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Your contact:

LR Health & Beauty

Almut Kellermeyer

Head of PR / Public Affairs

Kruppstraße 55

59227 Ahlen, Germany

Telephone: 02382 7813 106

Email: A.Kellermeyer@LRworld.com

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