



HEALTH & BEAUTY

LR Health & Beauty receives German Design Award 2023

LR Zeitgard Pro Cosmetic Device delights jury in the “Excellent Product Design” competition

Ahlen, 07 February 2023 – Last Friday, LR Health & Beauty accepted the German Design Award 2023 in the “Bath and Wellness” category for its “Zeitgard Pro Cosmetic Device”, which was launched in September 2022.

In December, LR’s Zeitgard Pro Cosmetic Device had already won the German Design Award in the “Excellent Product Design” competition. On 3rd February, the beauty and health products company, based in Ahlen / Westphalia accepted the award at the official award ceremony hosted by the German Design Council.

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 products designed for the user’s age and skincare needs, the innovative device ensures timelessly beautiful skin. The jury was wowed by the product’s modern and timeless design, ergonomic handle and inductive charging station.

“The fact that the Zeitgard Pro has now also received the German Design Award fills the entire LR team and me with particular pride,” says CEO Andreas Laabs. He is thrilled that the introduction of the new Zeitgard Pro was the most successful product launch in LR Health & Beauty’s company history.

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for your life.



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Caption: Andreas Laabs (CEO LR Health & Beauty), Uta Landt (Vice President Marketing), Thomas Heursen (General Manager Global Partner Relations) and the entire LR Team rejoice. On Friday, LR Health & Beauty accepted the German Design Award 2023 for its Zeitgard Pro Cosmetic Device.



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Caption: The Zeitgard Pro Cosmetic Device wowed the high-class jury with its modern and timeless product design. The ergonomic handle and the inductive charging station complete the product.

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.

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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 more than 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established a modern Aloe Vera production site for Aloe Vera Drinking Gels. LR has been firmly established in the market for over 35 years with around 1,200 employees and approx. 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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