



## **Convincing across the board: LR Health & Beauty receives yet another award for innovative beauty product**

**Ahlen, 01 June 2023** – It's been about four months since the top seller product "LR Zeitgard Pro Cosmetic Device" has been recognized for its outstanding design. Now, another award in the "Bath and Wellness" category has brought a cheerful mood to health & beauty product providers: Zeitgard Pro may now be presented with an additional "special mention" of the German Innovation Award 2023 – proving its ability to stand out among others as a cosmetic device for home use with exceptional user-centred design and surplus value.

"This renewed recognition proves that, with Zeitgard Pro, we managed to partially revolutionise the beauty industry", Dr Andreas Laabs, CEO of LR Health & Beauty, pointed out. "I'm delighted that the renowned jury has acknowledged our 'All-rounders' user-friendliness and overall high quality."

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. A study by Institute Dermatest confirms: The Face Smoothing Tool reduces depth of wrinkles by up to 69% after four weeks of use.\*

"The award with its distinction 'Special Mention' is the result of an engaged team of specialists who've worked hard to make our Zeitgard Pro what it is today – a truly first-rate product", Laabs explains, while especially thanking all responsible LR employees. "This high level of commitment has enabled us as a business to set new standards."

\*Scientific Study carried out by the Institute Dermatest GmbH in 2022., Number of subjects: 20



The German Innovation Award honours products, technologies and services every year that distinguish themselves through new, innovative features. This requires an assessment by a jury comprised of independent experts of technology, digitisation, science and institutions.

Caption:

When one award follows the next: In early February, LR Health & Beauty accepted the German Design Award for its beauty device Zeitgard Pro. About four months later, Dr Andreas Laabs now holds the next coveted price in his hands, which certifies the innovative strength of 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.

#### **LR Group**

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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