24h moisture booster for the skin
LR Aloe Vera 24h Moisture Face Serum offers long-lasting care around the clock

Ahlen, September 2016 - Temperature fluctuations and dry heating air put a strain on our skin in the cold season. When it is cold outside and the heating is continuously running inside, the result is dry, taut skin and redness. Now, the right care, which offers all-round protection, is key. Aloe Vera is a natural moisture booster and a true multi-talent. The plant consists of a unique combination of active ingredients, including vitamins, minerals and amino acids. It also has a soothing effect.

With the Aloe Vera 24h Moisture Face Serum, LR Health & Beauty has developed a product that provides the skin with 24 hours of moisturising care. "The innovative Moisture Trap ™ technology helps the skin to retain moisture for 24 hours, maximizing the skin's moisture and eliminating annoying dryness," said Jessica Price, Director Marketing, LR Health & Beauty. This is confirmed by the independent Dermatest institute, which rated Aloe Vera 24h Moisture Face Serum "Very good". It has been tested for application according to clinical-dermatological criteria and demonstrably improves skin moisture for over 24 hours.

Therefore, Aloe Vera 24h Face Serum also imparts a fresh look. With an Aloe Vera gel content of 50 percent, the 24h Serum also enhances elasticity and vitality. The texture caresses the skin and leaves a well-groomed feeling around the clock. Moreover, the serum can also serve as a basis for daily care. To this end, simply apply LR Aloe Vera 24h Moisture Face Serum to the skin and allow it to take effect, then apply your daily care as usual. An excellent supplement for Aloe Vera 24h Moisture Face Serum is LR Aloe Vera Moisturizing Gel Cream and LR Aloe Vera Day Cream.

All products are available at the LR customer shop at shop.LRworld.com.

LR Aloe Vera 24h Moisture Face Serum, 30 ml EUR 24.99
Under 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. The range includes care and decorative cosmetics, dietary supplements and perfumes. In the fragrance segment, the company, which was founded in 1985, has established exclusive cooperations with celebrities such as Guido Maria Kretschmer, Karolina Kurkova and Bruce Willis. With 1,200 employees as well as thousands of registered sales partners and customers, LR is one of Europe’s leading direct sales enterprises. Since 2014, LR
products are also available at the company's customer online shop. LR's strong market position is based above all on a high-quality product range and an attractive bonus and training plan which is unsurpassed in the industry. LR also established 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.

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