

FOR IMMEDIATE RELEASE

White Lotus Beauty Introduces the Next Evolution in Skincare: The Hypoallergenic Dermaroller - A 1st Metal-Free Polymer Derma Roller

A renowned expert in traditional Eastern cosmetology, White Lotus Beauty revolutionises the skincare industry.

Gold Coast, Australia, November 22, 2023 - White Lotus Beauty, a leading name in skincare innovation, proudly announces the launch of its latest breakthrough product: the Hypoallergenic Dermaroller. Unveiling a revolutionary design that redefines skincare, this Dermaroller marks the first-ever metal-free polymer technology in the industry.

Designed with meticulous attention to detail and crafted to meet the diverse needs of skincare enthusiasts, the Hypoallergenic Dermaroller is set to transform the skincare landscape. Whitelotus Beauty's commitment to innovation and customer well-being shines through in this groundbreaking product.

Key Features of the Hypoallergenic Dermaroller:

1. **Metal-Free Polymer Technology:** Redefining the traditional derma rolling experience, this innovative roller utilizes a unique polymer material, ensuring a hypoallergenic and skin-friendly treatment.
2. **Precision-Crafted Micro-Needles:** Engineered with precision, the micro-needles offer varying lengths of 0.25mm, 0.5mm, and 1.0mm, providing versatility in skincare routines for different skin types and concerns.
3. **Enhanced Absorption and Efficacy:** The Dermaroller's design aims to enhance the absorption of skincare products, maximizing their efficacy and delivering visible results. Inducting collagen in the skin to firm and tighten without any downtime.
4. **Holistic Microneedling System:** Created by the author of the bestselling book "Holistic Microneedling", the founders of White Lotus are leading industry experts in the field and have been teaching their techniques and protocols since 2004 and creating holy grail beauty rituals for the world.

"We are thrilled to introduce the Hypoallergenic Dermaroller, a culmination of extensive research and our commitment to pioneering safe and effective skincare solutions," said Anthony Kingston, Co-Founder & CEO of White Lotus Beauty, bestselling author of "Holistic Microneedling". "This innovative product represents a significant milestone in our journey to empower individuals with transformative skincare experiences."

With a focus on safety, efficacy, and customer satisfaction, White Lotus Beauty continues to set new benchmarks in the beauty industry. The Hypoallergenic Dermaroller stands as a testament to the company's dedication to providing premium-quality skincare solutions.

About the brand

Leveraging over 15 years of expertise, White Lotus has consistently pioneered the global integration of traditional beauty rituals, introducing an array of practices to a worldwide audience. From revolutionary cosmetic acupuncture and holistic microneedling to the timeless allure of jade rollers, cosmetic cupping, gua sha, and the latest addition to microneedling the brand has redefined beauty regimens across cultures and continents.

Anthony and Kamila, esteemed authors and speakers in the realm of Traditional Eastern Cosmetic Medicine, stand as the visionary founders. Their life's work revolves around harmonizing ancient wisdom with contemporary beauty solutions. Their dedication is palpable through extensive clinical experience, professional training programs, and a meticulously curated collection of premium holistic beauty treatments and products.

The hallmark of White Lotus lies in its unwavering commitment to excellence, evident in a meticulously crafted skincare line that has garnered acclaim through countless independent, positive reviews. Yet, the brand offers more than mere products; it extends an opportunity for enthusiasts to undergo professional training in the revered White Lotus Signature Techniques, ensuring optimal benefits from their cosmetic solutions. Notably, the brand's extensive endorsements by celebrities reinforce its standing as a leader in the beauty industry.

At the core of White Lotus' ethos is a profound reverence for traditional herbal practices. These formulations transcend typical skincare; they embody treatments steeped in millennia-old wisdom. Moreover, the brand's commitment to diversity and inclusion is steadfast, led by a female Director of BAME origin. Their products prioritize safety across all skin types and ethnicities, reflecting a holistic beauty approach that embraces and caters to everyone.

A Celebrated Brand Committed to Sustainable Excellence

White Lotus Beauty stands as an acclaimed name in the skincare realm, boasting an array of awards that adorn its meticulously curated skincare line. Each product within this line is a testament to the brand's dedication to using BioActive ingredients and ethically sourced, vegan, and cruelty-free organic elements. These conscientiously crafted items have graced the shelves of esteemed retailers, from Harrods to Jemoli to Planet Organic, amassing over 3,500 independently audited glowing reviews.

Recognizing the weight of influence, the White Lotus team embraces responsibility with fervour. Their commitment to sustainability resonates through various initiatives: prioritizing recyclable materials, minimizing plastic usage, employing FSC paper packaging, and sourcing certified organic herbs and ingredients through ethical means. Even their serum oils feature chemical-free crystals ethically sourced to uphold their dedication to ethical practices.

Emblazoned proudly with Vegan, Organic, and Cruelty-Free labels, the skincare range exemplifies the brand's unwavering commitment to ethical standards. For silk-based products, White Lotus employs peaceful silk production methods that ensure the protection of silkworms, a testament to their comprehensive approach to sustainability.

Beyond their product line, White Lotus takes significant strides toward environmental preservation. Their offices operate in a paper-free environment, predominantly powered by renewable energy sources. Using Ecosia, an eco-conscious internet browser, the brand actively supports reforestation initiatives in India, Kenya, and Brazil.

Furthermore, White Lotus has pledged to remove over 180 kilograms of plastic from the ocean, demonstrating a staunch commitment to combating marine pollution. Being plastic neutral the brand's dedication to environmental stewardship continues to drive meaningful change.

Availability: The Hypoallergenic Dermaroller is available for purchase exclusively on White Lotus Beauty's website whitelotus.com.au and professionals can purchase at spacircle.com.au. Customers can choose from needle lengths of 0.25mm, 0.5mm, and 1.0mm according to their skincare needs.

<https://www.whitelotus.com.au/products/hypoallergenic-0-50-mm-derma-roller>

For media inquiries or more information about White Lotus Beauty and the Hypoallergenic Dermaroller, please contact Anthony Kingston at info@whitelotus.com.au or 0473 543 719