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**John Bell & Croyden exclusively launches Rollr: A World First in Sustainable Luxury Deodorant**

John Bell & Croyden, London’s iconic destination for health and beauty, is excited to announce the exclusive launch of *Rollr*, a pioneering deodorant that blends indulgence with sustainability.

Created by visionary founder Milo Pinckney, *Rollr* is the first deodorant of its kind, offering a holistic approach to personal care that merges natural, high-performance efficacy with impactful luxury.

Rollr was born out of a desire to create a product that not only performs at the highest level but also elevates the daily deodorant ritual into a sensorial experience to savour. Unlike most deodorants that focus on either performance or sustainability, Rollr combines both, offering an indulgent, high-quality formula that’s as effective as it is environmentally responsible.

Founder Milo Pinckney explains, *"I wanted to create a deodorant that redefines luxury to include feeling good about our bodies and planet. Most products in the market see sustainability as a functional part of their offering. For Rollr, it’s part of upgrading everything about deodorant so that you can feel as good about the experience as you do about your impact. True luxury. Real pleasure.”*

At the heart of Rollr’s innovation is its natural, refillable design and concentrated, zero waste refills that last approximately 2 months with everyday use. By simply adding water at home, users reduce the amount of packaging needed to be made, shipped and recycled by 90% compared to both normal and refillable competitors.

The formula is advanced too, incorporating pre and probiotics to naturally balance the skin’s bacteria. This prevents the growth of odour-causing germs without relying on harsh chemicals. In addition, mineral salts reduce sweat by tightening pores without blocking them, offering long-lasting protection against odour and perspiration. The result is a deodorant that not only works but is also gentle to one of our bodies’ most sensitive areas.

Rollr also offers a sensory experience thanks to the inclusion of unique gemstone balls, such as Rose Quartz, Blue Dumortierite and Green Aventurine, which are believed to have wellness benefits. Rose Quartz is thought to promote emotional healing, Blue Dumortierite mental clarity and patience whilst Milo’s chooses Green Aventurine to ground him and deepen his connection to nature. Each gemstone adds an indulgent, personalised touch to the deodorant, turning a simple task into a moment of massaging self-care.

With a focus on the experience, Rollr aims to upgrade everything about deodorant. Milo added*, "Rollr isn’t just about a natural, sustainable choice, it’s about revolutionising a product left behind by innovations in personal care for decades simply because, until now, it’s been so boring and bad for us. But when we all use deodorant every morning for about 60 years of our lives, why does it have to be ordinary?”*

Alexander Johnston, General Manager of John Bell & Croyden, shares his excitement about the launch: *"John Bell & Croyden has long been committed to offering products that combine luxury with sustainability, and Rollr is the perfect embodiment of that ethos. We are thrilled to be the exclusive launch partner for such a game-changing product."*

Rollr will be available exclusively at John Bell & Croyden’s flagship store on Wigmore Street, London, from https://johnbellcroyden.co.uk/collections/rollr

This exclusive launch marks a significant milestone in the personal care industry, where innovation, luxury, and sustainability come together to offer a new standard in daily self-care.

**END**

***For media inquiries, please contact:*Julia Price in the John Bell & Croyden press office**

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**About JB&C**

Established in 1798 and pharmacists to Her Majesty The Queen for over 60 years, John Bell & Croyden’s Wigmore Street store has introduced hundreds of globally sourced wellbeing and beauty products to the UK market over the last 220 years. Passionate about putting healthcare and wellbeing first and with over 12,000 products and accompanying advice services, the beautifully designed destination store offers world class holistic services as well as a curated selection, all handpicked from the best products across health and beauty worldwide.