

New York, NY — 25.9.25 – Rollr, the refillable luxury deodorant redefining the future of personal care, is proud to announce its US launch at Printemps, coinciding with the retailer's upcoming circularity-focused pop-up.

Rollr was created from a simple yet radical belief: **pleasure is the future of sustainability**. True change doesn't come from compromise, but instead from delight - when everyday chores are transformed into sensorial experiences anchored in impactful choices, true pleasure is achieved.

With unique gemstone rollerballs to promote elevated wellbeing, a natural pre- and probiotic-powered formula, and refills that significantly reduce packaging compared to competitors, Rollr embodies this principle by upgrading one of the most outdated daily products. What was once a mundane routine becomes a moment of ritual, intention, and pleasure.

"We all use deodorant around 22,000 times in our lives - so why shouldn't it be beautiful? says Rollr founder **Milo Pinckney**. "By making sustainability irresistible - through design, performance, and experience - we believe we can help transform consumer behavior at scale."

The Rollr collection, available in medical-grade steel or with gemstone rollerballs such as Rose Quartz, Green Aventurine, and Blue Dumortierite, merges quiet luxury with mindful wellness. Each one-of-a-kind gemstone is chosen not only for its tactile beauty but also for its emotional resonance - making deodorant application a moment of pause, care, and connection.

The formula itself - technically an anti-odorant and de-perspirant thanks to its advanced ingredients - is equally considered: a skin-friendly blend of natural minerals and botanical actives designed for lasting freshness without compromise. Lightweight, paper-recyclable refill powders activate with water, making Rollr a travel essential as well as a daily indulgence.

By launching at Printemps, Rollr joins a curated selection of brands pioneering a more circular economy. Together, they are spotlighting how luxury, design, and sustainability are no longer separate conversations, but one united future.

Rollr is more than a deodorant - it is a movement to reinvent the everyday, proving that the products we once overlooked can lead the way in sustainability, design, and pleasure.

Rollr is available at Printemps [store/location details].