

SKIN

Exclusive: Madonna Explains Why MDNA Skin's New Beauty Roller Is So Unique

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When **MDNA Skin** launched last year, it was clear Madonna's approach to skin care would mirror her approach to music — which is to say she does what hundreds of others do, but she does it in such a way that commands rapt attention. For example, she didn't just release a magnetic mask; she also released a tool that not only lifts the mask off the face, but also vibrates for a circulation-improving massage. And now, MDNA Skin has launched another tool that takes the **roller trend** to a new level.

"When they did the demonstration, it was like watching David Copperfield or something. Like, how'd you do that?" Madonna jokes, recalling the first time she saw the new Beauty Roller in action — specifically when its heads were placed against ice. Even though it doesn't run on electricity or feel hot on skin, it can melt ice. Sounds like magic, right? But Madonna's dermatologist, **Paul Jarrod Frank**, explains the science at work.

"Carbon emits a natural form of far infrared energy, what we call ultra infrared," Frank tells *Allure* of the material from which Beauty Roller's heads are made. In fact, he says carbon is known to emit more infrared energy than most other objects in the world. "Infrared energy is something that's used a lot in medicine. What it's been shown to do is improve DNA repair and help regenerate tissue."



However, it's not just the material that makes a difference. "The carbon heads are ergonomically designed with ridges, so it really grabs at the skin in a way to have a significant effect with circulation," Frank says. "When you rub it along the face or if you use it anywhere on the body, right after you use it you should look and feel more sculpted."

And using the Beauty Roller all over the face and body is exactly what Madonna does. "I start at my chin and on the right side of my jawline, and always in upward motion, all the way up into where my cheekbone starts. I just go up like 10 times on one side, 10 times on the other side," she tells *Allure*. "Sometimes I use it when I'm just feeling tired, and I don't have time to have a facial. Other times, I use it when I have a headache, when I have a hangover, when I have tight muscles. I use it for cellulite on the back of my legs, use it to massage my quads when I'm tired from a workout, muscle soreness, things like that."

Frank explains that the ridges and dual heads make Beauty Roller significantly more beneficial than the rollers we're used to seeing. "It's not really doing anything. It's not really lifting or directing the circulatory system," he says of single-head, smooth stone rollers.

"[With the Beauty Roller] you're creating a tension line across the skin in between the two rollers that are really going to lift and improve the circulation and drainage of tissue around that area," he says. "What you really want to do to create more definition is to redevelop and rejuvenate the tissue around the angle that you're looking to improve. That's really where the dual sculpt comes into play."

And while Frank says the Beauty Roller works phenomenally on bare skin, Madonna personally likes to use it in conjunction with [MDNA Skin's Serum](#) and various creams. "I prefer to use it with serum — it's full of hyaluronic acid," she says. "I use it with [The Finishing Cream](#) before I apply makeup, and I use it with [The Reinvention Cream](#) because of the stem cells from the resurrection plant."

She uses it with oil to massage the rest of her body, as well. It's a habit that her children have also picked up, and one that Madonna clearly has mixed feelings about. "My kids love to take it and use it on their legs, on their arms," she says. "I'm like, OK, now can you please wash that off? 'Cause I'm not putting that on my face."

The MDNA Skin Beauty Roller is available, starting today, for \$200 at [mdnaskin.com](#) and [barneys.com](#).