



HEALTH & BEAUTY



**MORE QUALITY**  
*for your life.*



... *more* LR

LR Health & Beauty with headquarters in Ahlen / Westphalia was founded in 1985 and today markets products in 28 countries worldwide.

As one of Europe's leading direct sales enterprises, LR develops, manufactures and markets premium beauty and health products.

Over 1,100 employees are paramount in the sustainable and international success of LR.



The entire range comprises over 600 products from the areas of dietary supplements, care, decorative cosmetics and perfumes.

LR is an renowned expert in its core segments Anti-Aging and Aloe Vera.  
In Germany, all products can be ordered 24/7 from the LR costumer online shop.



... *more*

**greater product variety**



# ... *more* stars

In the fragrance segment, LR has established exclusive cooperations with celebrities such as Bruce Willis, Karolina Kurkova and Guido Maria Kretschmer.



# ... *more* quality

LR products are manufactured according to German quality standards. The majority bears the quality seal “Made in Germany”.

LR implements the highest level of quality assurance – from the raw materials to the end product.

LR works together with independent test institutes such as SGS INSTITUT FRESENIUS, Dermatest and the International Aloe Vera Science Council.



LR offers attractive opportunities for motivated and committed people. The fair and transparent bonus system and the customised training programmes at LR are exemplary in the industry.

# ... *more* opportunities

Sales partners are promoted individually and receive intense and individual training at LR's own academy.

LR rewards the commitment of its sales partners with a unique car plan – from Polo to Porsche.





LR GLOBAL KIDS FUND

# ... *more* future

The LR Global Kids Fund e.V. supports children from socially deprived families.

The aim: a more promising future, enhanced quality of life and better perspectives of social participation of these children.



# ... *more* facts

- Total sales EUR 228 million
- The LR logistic center despatches over 2.7 million parcels per year
- LR is represented in around 28 countries worldwide
  - LR harvests about 12,000 t of Aloe Vera or 24 million leaves per year
- The portfolio comprises over 50 Aloe Vera products
  - Approx. 1,100 LR employees, over 600 of them at the Ahlen headquarters
- Over 30 years of growth and creation of workplaces at the Ahlen location
  - 80,000 sqm at the LR headquarters in Germany
- LR produces around 30 million product units per year
  - Approx. 6,000 LR VW Polos, 1,000 LR Mercedes Benz and 50 LR Porsche

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