

MORE QUALITY
for your life.

LR Health & Beauty Systems GmbH · 59227 Ahlen

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durch etwaige Druckfehler vor.

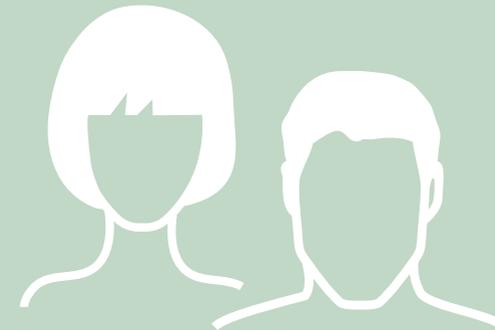
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HEALTH & BEAUTY

04/2016



LR Beauty Study 2016

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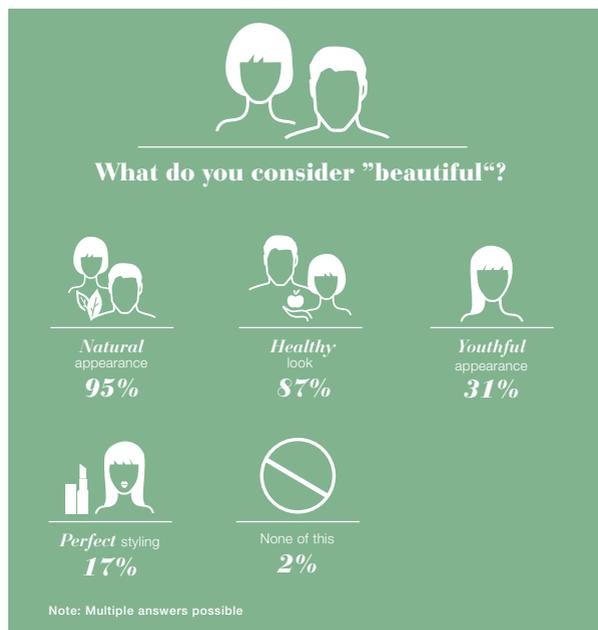
Looking good is important for success in life.

A natural and healthy appearance is the beauty ideal No.1 for women and men in Germany. These are only two of many interesting results of the LR Beauty Study. As a company that has been successful for over 30 years in the field of health and beauty, we were interested in what „being beautiful“ means to Germans in concrete terms. Therefore, we have interviewed more than 1,000 women and men from all walks of life in Germany on 11 topics related to the field of beauty. With the opinion research institute *Mente>factum*, we teamed up with a strong partner with many years of experience in the area of representative surveys. Without revealing too much yet, the detailed results point to an interesting development. The trend towards more naturalness is not only reflected in the beauty ideal, but becomes apparent throughout the study. I wish you an enjoyable read.

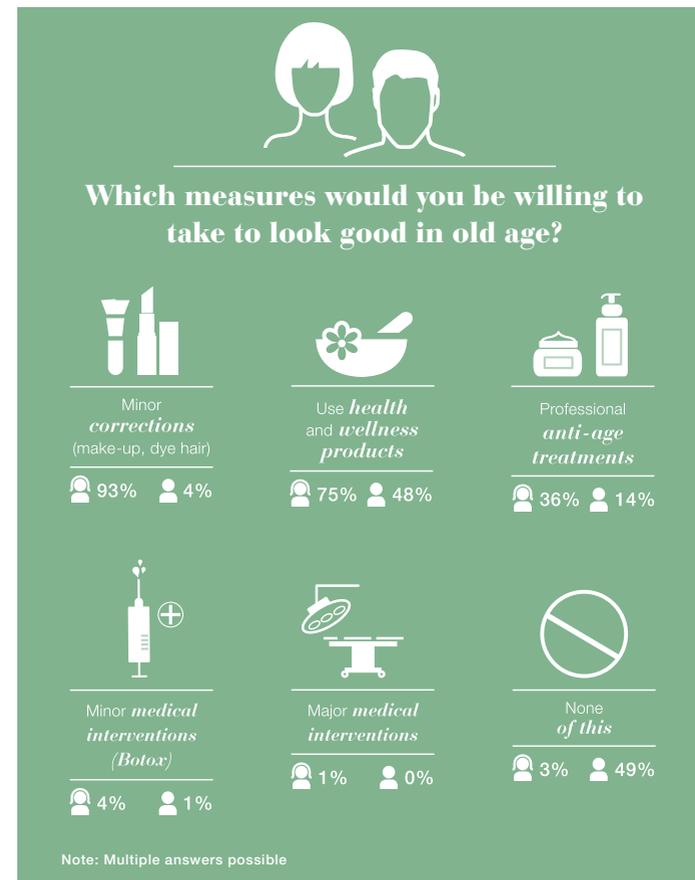
Dr. Thomas Stoffmehl,
CEO of LR Health & Beauty

SUCCESS FACTOR BEAUTY IN GERMANY

A natural and healthy look is the prevailing ideal of beauty



Good looks go hand in hand with a successful career and a fulfilled personal life. This is the prevailing opinion among 97% of the women and men surveyed as part of the current LR Beauty Study in Germany. For women and men, good looks are no longer associated with youthfulness at all costs and perfect styling, however: a natural appearance (95 percent) and a healthy look (87 percent) are held in high esteem.



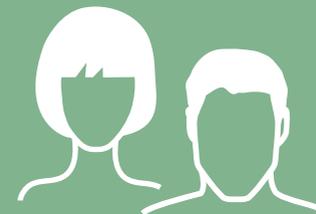
And the respondents are willing to go to great lengths to achieve this ideal. Beauty remains an important issue up to old age. While four percent of women would still undergo a Botox treatment, the trend clearly goes away from rigid features towards gentle anti-age treatments (36 percent). What is also striking is that more and more men are discovering the topic for them-selves. 48 percent rely on beauty and wellness products when it comes to anti-aging and 14 percent avail themselves of cosmetic treatments.

WOMEN AND MEN ARE NOT AFRAID OF AGING

Positive effects on personal happiness

Women and men in Germany are not afraid of aging. On the contrary: in many areas, age even has a positive effect, as was revealed by the LR Beauty Study. 79 percent of the respondents state that the level of personal happiness increases with age. On the one hand, this concerns the job: 68 percent of the participants in the survey declared that increasing life experience has a positive impact on the career.

The same holds true for private life, however. 70 percent of women and men believe that social contacts increase with age. Where age-related visual changes are concerned, the respondents are not as relaxed, however. 42 percent of the respondents fear that their “attractiveness” and “sexual appeal” is going to wane.



Which impact do age-related physical and visual changes have on the following areas of life?



Professional success

Positive impact:

68%



Personal happiness

Positive impact:

79%



Contacts with other people:

Positive impact:

70%



Sexual appeal

Negative impact:

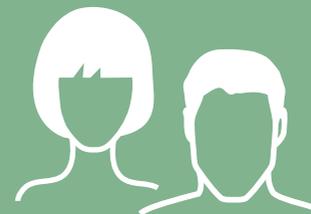
42%

INVESTMENT IN GOOD LOOKS

Monthly expenses for care,
fitness and cosmetics

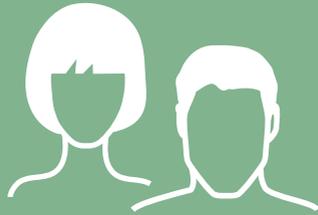
According to the LR Beauty Study, 97 percent of women and men in Germany believe that good looks are important for professional success and a fulfilled private life. And they go to great lengths to achieve this – with a lot of money notably spent in the area of body care. 66 percent of women spend between ten and 25 euros per month on a well-groomed appearance, compared to 63 percent of men.

Fitness ranges second. Good looks are also associated with a healthy appearance. 51 percent of women and 46 percent of men invest between ten and 25 euros in staying fit. When it comes to pure cosmetics, there naturally exist differences between the sexes: 60 percent of women spend between ten and 25 euros in this area, compared to 13 percent of men.

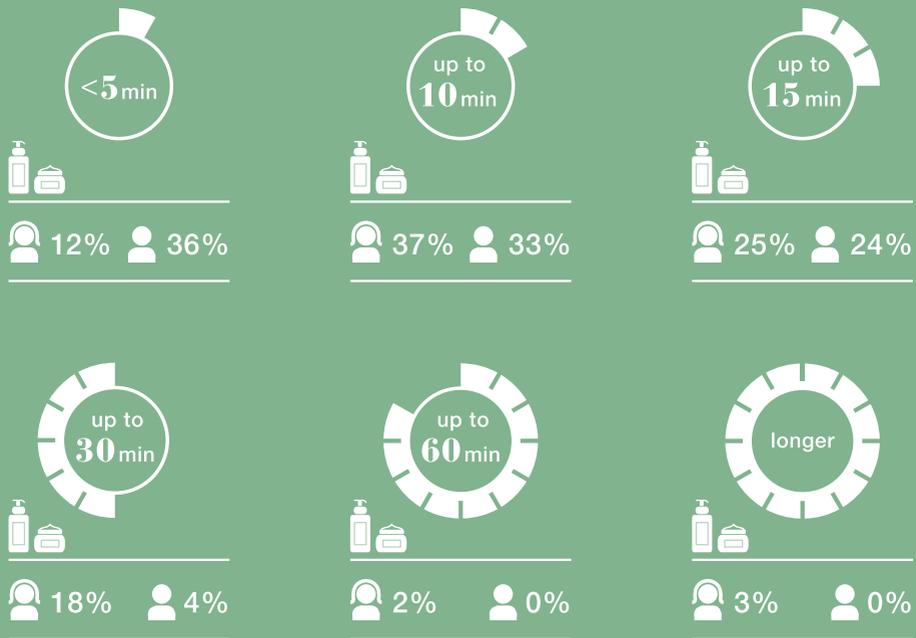


How much do you usually spend on body care/cosmetics/fitness per month?

								
	Body care		Cosmetics		Fitness			
<i><5€</i>	8%	10%	19%	2%	8%	4%		
<i>10-15€</i>	37%	39%	42%	11%	36%	29%		
<i>15-25€</i>	29%	24%	18%	2%	15%	17%		
<i>25-50€</i>	19%	9%	10%	1%	5%	4%		
<i>50€ and more</i>	3%	1%	3%	0%	4%	11%		
Do not buy	1%	15%	6%	83%	27%	31%		
								



How much time do you take for your daily beauty routine?

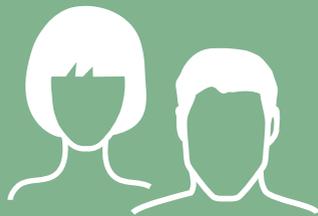


BEAUTY CARE IN 10 MINUTES

Men invest more and more time in their appearance

Splashing a little water in the face, that's it. For a long time, it was said that men spend as good as no time on daily beauty care. The LR Beauty Study reveals: while men still spend less time in the bathroom than women, they are catching up. 33 percent of the male respondents take up to ten minutes for grooming, and that is for everything that goes beyond showering and shaving.

In comparison: for 37 percent of women, this time is enough for styling as well. Still 24 percent of men even invest up to 15 minutes. But for the great majority of the male participants in the study, this is the limit. Women like to take a little more time. For 18 percent, the care routine takes up to half an hour, for three percent it takes longer than one hour.



How many care products do you use on a daily or regular basis?



Note: Multiple answers possible

TREND IN CARE PRODUCTS – “LESS IS MORE”

LR Beauty Study also inquired about usage behaviour of women and men

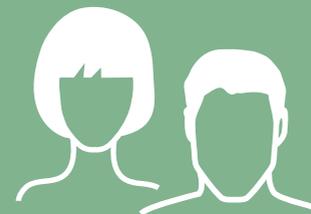
Cleansing foam, peelings, facial toners, body lotion – there is a large variety of options for daily body care. According to the LR Beauty Study, the number of products used by women and men is modest, however. 52 percent of women regularly use three to five products, for 36 percent of the respondents, as little as one to three articles are enough. “This result reflects the current trend that more and more women focus on some selected products which optimally meet their requirements,” explains Jessica Price, Marketing Director at LR Health & Beauty. Men also avail themselves of care products. 54 percent of the respondents state that they use one to two products. Still nine percent use no facial creams and the like at all.

NATURAL INGREDIENTS ARE IN FASHION

Criteria for selecting care products

For 95 percent of women and men in Germany, a natural appearance and a healthy look (87 percent) are the beauty ideal No.1, as was revealed by the LR Beauty Study. This is also reflected in the choice of the care products. For 90 percent of the respondents, natural ingredients are an important selection criterion.

Likewise, efficiency must be scientifically proven (90 percent) and the care products must have a moisturising effect (90 percent). Easy application also is a critical factor in purchasing decisions for 82 percent. "Consumers increasingly obtain information on care products and want to know exactly which ingredients they contain," explains Jessica Price, Marketing Director at LR Health & Beauty.



How important are the following characteristics to you?



Natural
ingredients
90%



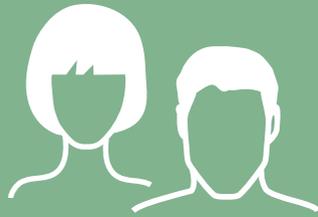
Scientifically
proven efficiency
90%



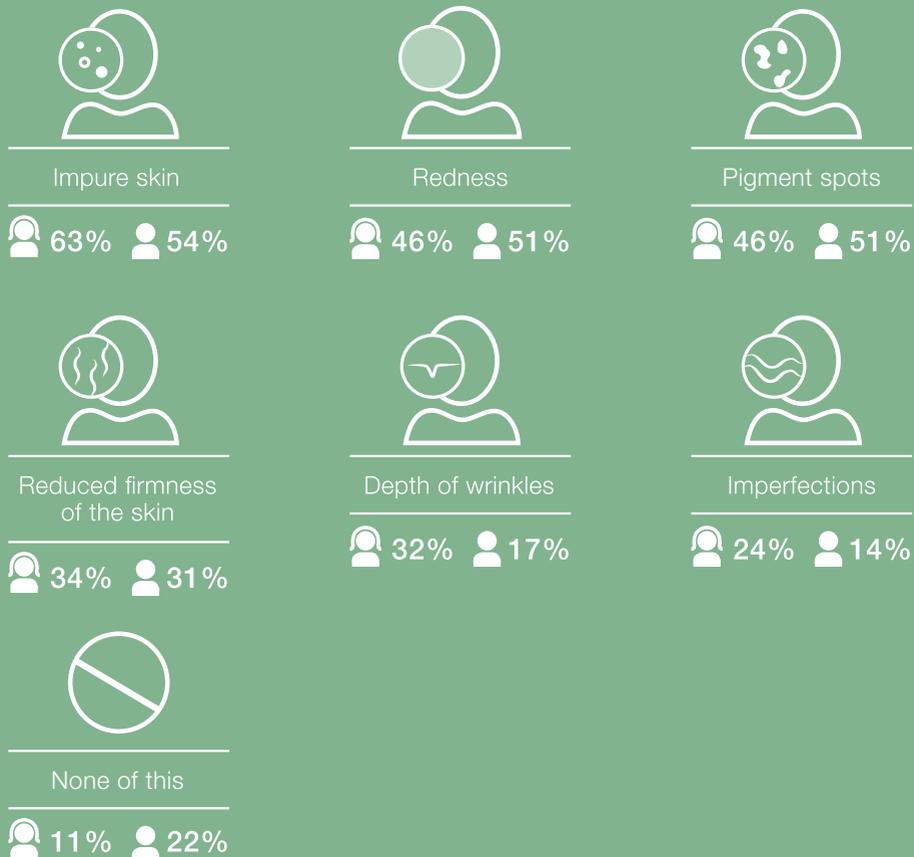
Moisturising
effect
90%



Easy
application
82%



Which skin blemishes do you perceive as particularly annoying?



Note: Multiple answers possible

NUISANCE “BLEMISHED SKIN”

Skin blemishes perceived as particularly annoying by women and men

The first glance in the mirror in the morning and – oh no – pimples. According to the LR Beauty Study, 63 percent of women and 54 percent of men perceive impure skin as particularly annoying. As regards the most annoying skin problems, pigment spots rank second for the female respondents (55 percent) and redness takes second place for the male respondents (51 percent).

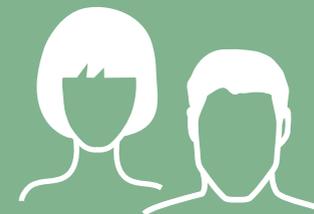
The male participants of the survey deal with wrinkles in a relaxed manner on the other hand. Only 17 percent state that they are particularly annoying to them. In comparison: among the female respondents, this percentage is 32 percent. When it comes to reduced firmness of the skin, the sexes are in accord again. 33 percent of the respondents disapprove of less firm skin.

MORE AND MORE MEN RELY ON COSMETIC TREATMENTS

Investments of up to 100 euros per month

Women and men spend a lot of money on looking good. According to the LR Beauty Study, almost every third respondent spends between 50 and 100 euros per month on cosmetic skin treatments. Men also place more and more importance on their looks. The times when they only used shaving foam and aftershave are long gone. A visit to the cosmetician has become a matter for men as well. 21 percent invest between 20 and 30 euros per month in a well-groomed appearance; 14 percent even 50 to 100 euros.

“For many men, a good and well-groomed appearance is a critical factor for professional success and personal style. This goes hand in hand with the willingness to invest in one’s own look,” states Jessica Price, Marketing Director at LR Health & Beauty.



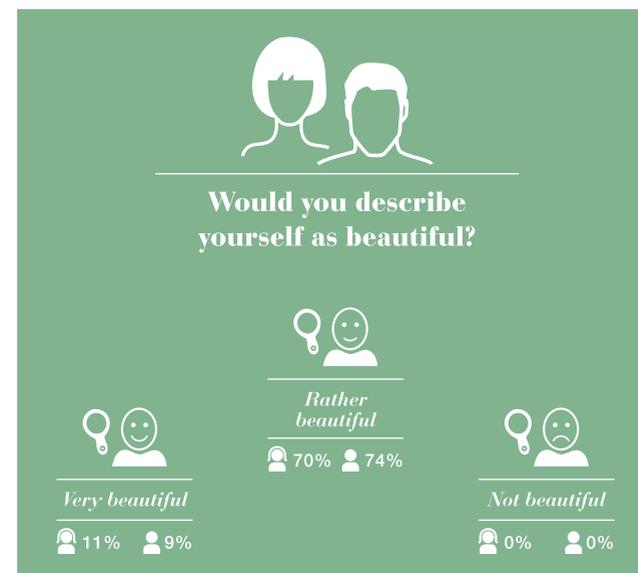
What would you be willing to spend on cosmetic skin treatments per month?



WOMEN AND MEN IN GERMANY CONSIDER THEM- SELVES ATTRACTIVE

Majority feel at ease in
their own body

Women are constantly dissatisfied with their look. This is a widespread public conception. The LR Beauty Study has revealed something else. 70 percent of the respondents consider themselves “quite attractive”. Men are a little more satisfied: 74 percent feel at ease in their own body. A look at the values of the different age groups reveals: the 30- to 39-year-olds are the most critical as far as their look is concerned with 77 percent stating that they are content with their look. None of the 1,010 respondents stated that they were not attractive at all.



About the LR Beauty Study

The findings come from the LR Beauty Study 2016. The representative study was conducted by the company LR Health & Beauty in cooperation with *Mente>factum*. The opinion research institute has long-standing experience in the preparation and implementation of representative studies and is managed by Klaus-Peter Schöppner, former managing director of TNS EMNID. 1,010 participants in Germany were interviewed as to various topics surrounding the area of beauty.

LR Health & Beauty

Under the motto "More quality for your life", the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in around 28 countries. The range includes care and decorative cosmetics, dietary supplements and perfumes. In the fragrance segment, the company, which was founded in 1985, has established exclusive cooperations with celebrities such as Guido Maria Kretschmer, Karolina Kurkova and Bruce Willis. With 1,200 employees as well as thousands of registered sales partners and customers, LR is one of Europe's leading

direct sales enterprises. Since 2014, LR products are also available at the company's customer online shop. LR's strong market position is based above all on a high-quality product range and an attractive bonus and training plan which is unsurpassed in the industry. LR also established the LR Global Kids Fund e.V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions.



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