



LR Health & Beauty presents new fitness brand Company enters sports segment and gains Dr. med. Matthias Manke as strong partner

Ahlen, 01 February 2022 – With the start of 2022, LR Health & Beauty, headquartered in Ahlen/Westphalia (Germany), is launching its new fitness brand LR:GO, which comprises products as well as a holistic coaching package with workout videos, diet plans and expert tips. With the new range, the company is aiming to get people to become more active and fit. LR is also drawing on the expertise of Dr. med. Matthias Manke, who – as a specialist in orthopaedics and trauma surgery – has already looked after track and field athletes at the Bochum-Wattenscheid Olympic training centre as well as footballers of the Bundesliga, the German premier league.

New brand underlines faith in active lifestyle

LR:GO caters to the body's needs before, during and after exercising. "For us, the new brand underlines the faith in an active lifestyle. This includes a healthy diet and regular training sessions, which are underpinned by the products," explains Andreas Friesch, CEO and spokesperson for the management of LR.

The product system is based on a sophisticated nutrient concept. "In addition, when developing the products, we made sure they are free from ingredients of animal origin and are therefore also suitable for vegans," says Katharina Schorez, Head of Marketing at LR. It is also worth mentioning that there is one bespoke product for each of the three training phases – i.e. the phase before, during and after exercising.

Dr. med. Matthias Manke as scientific advisor for LR:GO

As part of the launch of the new fitness brand, LR has managed to gain Dr. med. Matthias Manke as a strong partner. The Bochum-based orthopaedic specialist and trauma surgeon is one of Germany's most eminent medics. He looks after top athletes

(e.g. at the Olympic training centre in Bochum-Wattenscheid and in the Bundesliga, Germany's premier league) and has made a name for himself as an expert in the field of sports medicine through regular TV contributions and magazine columns. As part of the collaboration with LR, Dr. Manke will offer valuable tips on the subject of sport at events and on communication media.

About Dr. med. Matthias Manke

- Specialist in orthopaedics and trauma surgery
- Doctor in charge of track and field athletes at the Olympic training centre in Bochum-Wattenscheid
- Doctor in charge of players in the Bundesliga, Germany's premier league
- Chairman of the German Society for Kinesio Taping (Deutsche Gesellschaft für Akupunkturtaping)
- Lecturer for the Research Group Acupuncture (Forschungsgruppe Akupunktur, FACM)
- Founding member of the Tendon Centre Bochum at the Orthopaedic University Clinic St. Josef-Hospital
- Doctor in charge at the Bochum sports medicine network "SPORTIVUM"
- Regular TV reports on orthopaedic and sports medicine-related topics (ARD, WDR, NDR, MDR, VOX, Kabel1, Sky Sport etc.)
- Author of "Wenn der Orthopäde Rücken hat", "Leichtfüßig" and "Einfach genial gesund" (out this month)
- Author of medical columns ("Reviersport" etc.)



Dr. med. Matthias Manke (left) and Andreas Friesch, CEO at LR, are looking forward to promoting exercise and a healthy lifestyle. Photo: LR

LR Group

Following the motto "More quality for your life", the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in 28 countries. As a modern social selling platform, the company combines personal exchange in its community with efficient, digital solutions. This expertise is particularly evident in the "LR Connect" app developed by LR itself, which supports the community in building and developing its business. The community, which often acts as micro-influencers, is young, flexible and increasingly uses social media as a sales platform. LR's goal is to improve people's well-being and health with its portfolio consisting of care and decorative cosmetics, dietary supplements and perfumes. That is why the company continuously develops new products – from the power of nature in combination with the latest scientific findings.

The processing of Aloe Vera has been one of the core competencies of LR Health & Beauty for 20 years. Only the valuable inside of the leaf is used for the products. Since 2018, LR has been producing its Aloe Vera Drinking Gels in the modern Aloe Vera production side at the company headquarters in Ahlen. LR has been firmly established in the market for over 35 years with around 1,300 employees and more than 300,000 registered community members. LR also founded 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. The commitment to take responsibility in terms of



ESG is part of LR's philosophy. Since 2020 LR started using FSC-certified paper, taking various measures to avoid plastic consumption and switching to green power.

Your contact

Almut Kellermeyer
Head of PR / Public Affairs
Kruppstrasse 55
59227 Ahlen, Germany
Tel: +49 2382 7658 106
Email: A.Kellermeyer@LRworld.com