



## **Today is the 'Day of Direct Sales'**

Direct Selling Association 'Bundesverband Direktvertrieb Deutschland e.V. (BDD)' and LR Health & Beauty celebrate great successes

**Ahlen, 31. May 2022** – Today is 'Direct Selling Day' in Germany, initiated by the German Direct Selling Association (BDD) to draw attention to the advantages of the direct selling industry. At the same time, May 31 is the founding day of the association, which celebrates its 55th anniversary this year. Member company LR Health & Beauty is also joining in the celebrations.

The BDD and LR Health & Beauty have two reasons to celebrate: The association celebrates its 55th anniversary this year, while the Ahlen-based direct sales company looks back on 20 years of aloe vera success. Dr. Andreas Laabs, CEO and Spokesman of the LR Management Board, comments, "On behalf of the LR Group, it gives me particular pleasure to extend my warmest congratulations to the BDD. It is a great feeling to be able to celebrate two such wonderful events." LR and BDD can look back on 11 years of trustful cooperation already. Laabs particularly appreciates the open exchange with the association: "We are very happy to have a strong partner at our side in BDD and congratulate them wholeheartedly on their 55th anniversary."

### **Positive forecast spurs on in BDD's anniversary year**

The fact that direct selling is fully in vogue is confirmed by a market study conducted by the University of Mannheim and commissioned by the BDD. According to the study, the sector continues to enjoy great popularity. Despite more difficult conditions due to the COVID 19 pandemic, the direct selling companies surveyed recorded total sales of EUR 18.72 billion in 2020 - a growth of 0.9 percent compared with the previous year. A total of 911,164 people were active as sales partners in 2020. They named enthusiasm for the products, sympathy for the company and good earning opportunities as the most important reasons for entering the direct sales industry.

**For more information on the German Direct Selling Association, visit the website at [www.direktvertrieb.de](http://www.direktvertrieb.de). For more information on LR, visit the website [www.lrworld.com](http://www.lrworld.com).**



## 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.

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