



,Meet & Greet‘ before initial training at LR Health & Beauty **New trainees discover the world of beauty and health products**

Ahlen, 05. Juli 2022 – For the traditional first acquaintance, the new trainees of LR Health & Beauty met on 21 June 2022. Together with their families, they dove into LR’s diverse range of products and the exciting manufacturing world at the headquarters in Ahlen.

Aim of the Meet & Greet was to grant the young talents a glimpse into company affairs before their start on 01 August. For this, Head of Training Sarah Wendland, together with trainees Isabelle Tunc and Milena Carzedda, lead them through a diverse programme. Participants took part in a guided tour through the Aloe Vera production, and visited incoming goods and the high-bay warehouse. Afterwards, the talents could learn about the LR company history and sales model, as well as sample some products. At the closing ,Get Together‘, everyone could relax and let the day pass with snacks and drinks.

Luzia Mersmann, prospective Management Assistant for Marketing Communication, is very happy with the LR visit: “I am very excited for what awaits me in the next years at LR.” Tjark Hartleif, future dual studies student, adds with a wide smile :”For me, the day was an all around success and I think that I will learn a lot at LR, not just professionally, but also personally. It was nice to also be able to show my family where I am going to work soon.”

Head of Training Sarah Wendland, who also started her professional career at LR a few years ago, was also thrilled by the event: “For young people, the start of apprenticeship marks a new chapter in their lives. That’s why we want to make their start in the professional world as easy as possible. With this Meet & Greet, we welcome all new colleagues in advance, so that they feel included by and comfortable with us.”



Caption: The young talents during the tour of the modern aloe vera production, the high-bay warehouse and the presentation of the distribution model.

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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