



## **20 years of Aloe Vera at LR Health & Beauty**

### **Company has relied on the desert lily for two decades / foyer at headquarters is scene of celebrations**

Ahlen, 07 July 2022 – Last Friday, there were chants of “Happy Birthday!” at LR Health & Beauty as the Ahlen-based company celebrated the 20th anniversary of its aloe vera portfolio. On 01 July 2002, the first Aloe Vera product came down the conveyor belt – the start of today’s bestselling segment that currently comprises 65 skincare and dietary supplement products.

Celebrations at LR already began in January: a campaign was launched that will run until December, and it also includes a number of promotional offers throughout the summer months. Last Friday, for instance, little gift boxes with a key chain and a thank you message was given to employees at all sites across Ahlen. “Our colleagues are vital to our Aloe Vera success. Without them, we would not be developing our products and sending them out to our sales partners and consumers,” stresses Dr. Andreas Laabs, CEO of the LR Group.

The Aloe Vera success story began in 2002 with the launch of the first Aloe Vera Drinking Gel with honey. That’s why, in the entrance area of the LR headquarters, a 2.20-metre-high pyramid consisting of over 200 bottles of the popular dietary supplement has been erected. With its banner reading “Let’s celebrate!”, it creates a festive vibe.

In 2021 alone, roughly 27.5 million Aloe Vera leaves were harvested in the Mexican highlands for the production of LR’s skincare and dietary supplement products. The excellent quality of LR’s Aloe Vera products is ensured through regular checks by the “International Aloe Science Council”.



She has been with LR since 1997 and witnessed the launch of the first aloe vera product 20 years ago: Elke Jüttemeier (left), who is being presented with a key chain and thank you card by PR Manager Pia Hovestadt (right).

### 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 an attractive social selling company, LR 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 often acting 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 nutritional supplements and personal care, health representing close to 65% and beauty 35% of our sales. 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 more than 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established one of the most modern Aloe Vera production sites for Aloe Vera Drinking Gels in Europe.

LR has been firmly established in the market for over 35 years with around 1,200 employees and around 300,000 registered community members. 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. The commitment to take responsibility in terms of ESG is part of LR’s philosophy. Since 2020 LR started using FSC-certified paper, takes various measures to avoid plastic consumption and switched to green power.



HEALTH & BEAUTY

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