



All smiles on their first day of training at LR Health & Beauty

Since 01 August 2022, seven fresh young talents are ready to support the team in Olfetal

Ahlen, 02 August 2022 – It's an exciting time for LR Health & Beauty and the seven young people, who started their training with the manufacturer of beauty and health products at the beginning of August.

The first day of work has arrived, and the newbies are full of anticipation. For Mohamed Errifai, Martyna Franczak, Tjark Hartleif, Philipp Heuer, Luzia Mersmann, Phil Pannekoicke and Dilara Teper, the start of their first training year also marks a new chapter in their lives. They have all been eagerly awaiting this big day ever since they all got to know one another at an event in June. Training Supervisor Sarah Wendland, who welcomed the new colleagues to LR, was thrilled with the fresh recruits: "For me, officially welcoming our young talents to LR is a special moment. I am looking forward to guiding them on their path into the working world and to answering any questions they may have."

The new trainees and those on the integrated degree programme will have an exciting training period ahead of them – their first day at LR was already rich in variety: it started with a tour of all the departments. Then, all trainees and students met for lunch. Next, the new recruits got to know the teams with which they will be working for the coming two to three months.

This year's bunch of trainee jobs are as diverse as the young colleagues who are embarking on them: Dilara Teper, Martyna Franczak and Philipp Heuer are training to become industrial management assistants. Tjark Hartleif and Phil Pannekoicke, who are on the integrated degree programme, will bring their theory knowledge to LR. Luzia Mersmann is raring to start her training as management assistant for marketing communication, where she will get to know LR's media factory, marketing and public relations departments, while Mohamed Errifai will enrich the IT department as a trainee IT specialist for system integration.

The entire LR team is wishing the new colleagues a great start into their training period, which is sure to be jam-packed with plenty of valuable experiences.



Caption: (v.l.) Tjark Hartleif, Phil Pannekoicke, Martyna Franczak, Mohamed Errifai, Philipp Heuer, Luzia Mersmann und Dilara Teper an ihrem ersten Tag bei 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 32 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.

Your contact:

LR Health & Beauty
Almut Kellermeyer



HEALTH & BEAUTY

Head of PR / Public Affairs
Kruppstraße 55
59227 Ahlen, Germany
Tel: +49 02382 7813 106
E-Mail: A.Kellermeyer@LRworld.com