



Hands-on support from young talents

LR Health & Beauty welcomes its trainees for 2023

Ahlen, 01 August 2023 – Today, greatly anticipating the start of the new chapter of their lives, eight young talents began their training or integrated degree programme at the direct sales company LR Health & Beauty.

Ever since they first met at a get-together a month ago, Anna Feischen, Nina Marie Maack, Tim Rahenbrock, Tom Schmidgal, Jordan Schmidt, Melissa Schröter, Lea ten Brink and Rabia Tosun have been looking forward to starting at LR. “We are also really happy to finally officially welcome our new recruits and to be able to support them taking their first steps into their professional future,” stresses Training Supervisor Sarah Wendland.

Today’s first day of training started with a tour of the various LR locations across Ahlen. During lunch, the LR newbies had the chance to get to know the trainees who are already in their second and third year of training. “Structuring the first day like this has proven successful over the years because both the tour and the exchange with the other trainees always generates a positive response,” explains Wendland.

A new element this year is a meeting with CEO Dr. Andreas Laabs, which will take place shortly after the new trainees start next week. “Educating young people is incredibly important to me,” emphasises Laabs. “It’s always great to see how young, motivated talents help shape the future of the LR Group.”

LR Health & Beauty has successfully trained new staff for over 30 years. The 2023 recruits will strive to become industrial management assistants, IT specialists for system integration and designers for digital & print media (partly in cooperation with SBH West), while some will also study business administration through the integrated degree programme. In addition to the training scheme, the company also offers an attractive trainee programme for university graduates.



Caption: Beaming with joy on their first day of training (from left to right): Lea ten Brink, Dr. Andreas Laabs (CEO LR Health & Beauty), Jordan Schmidt, Tim Rahenbrock, Rabia Tosun, Melissa Schröter, Nina Marie Maack, Tom Schmidgal, Anna Feischen and Sarah Wendland (Training Supervisor at LR Health & Beauty)

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.

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