



Green power from the rooftops of Porschestrasse

LR Health & Beauty is broadening its sustainability commitment by putting into operation a large-scale photovoltaic system

Ahlen, 11 January 2024 – The direct selling company LR Health & Beauty is actively reducing its carbon footprint by installing a photovoltaic system comprising around 2,500 modules. The solar power generator – covering 4,965 square metres and boasting a peak capacity of 999 kWp – was put into operation at the end of last year.

The green electricity is generated on the rooftops of the Aloe Vera production, the service centre and the two logistics halls at the Porschestrasse site in Ahlen. To ensure an efficient energy production, LR has chosen high-quality photovoltaic modules and had them installed using the latest technology.

The company will use the system for its own energy needs but will also feed excess energy into the power grid. “We are proud to not only cover our own energy needs but to go beyond and do our bit to increase the proportion of renewables in the local power grid,” underlines Christoph Maris, Vice President Operations at LR. In 2022, LR used 3,466,671 kWh of electricity.

In addition to putting the photovoltaic system into operation, LR is planning to implement a steam generator in January, which will run purely on electricity. Until now, LR only had a gas-operated generator. Thanks to this new acquisition, nothing but electricity will be needed to generate the steam – from spring to autumn and maybe even longer. The generator is used in the production process of the popular Aloe Vera Drinking Gels.



LR Group

Following the motto "More quality for your life" the LR Group with headquarters in Ahlen/Westphalia successfully produces and markets various high-quality health and beauty products in 32 countries. As an attractive social selling company, LR supports the personal exchange in its community with efficient, digital solutions. The holistic tool "LR neo" offers the international partnership all business-relevant key figures and information for their LR business in one dashboard.

LR has been firmly established on the market since 1985 as a "people business" company that focuses on people and personal advice. In times of changing working environments, the business model particularly appeals to those who are looking for more flexibility, a better work-life balance and greater financial independence.

The processing of Aloe Vera has been one of the core competencies of LR 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.

In autumn 2009, LR founded the LR Global Kids Fund e.V., which supports deprived children and their families in many countries around the world efficiently and unbureaucratically in cooperation with local institutions. For further information on our commitment to sustainability, please read our [sustainability report](#).

LR currently has around 1,200 employees and hundreds of thousands of registered community members.

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