



Improved communication with the new LR corporate website: Structured. International. Responsive.

Ahlen, 18 January 2024 – LR Health & Beauty is pleased to announce the launch of its completely redesigned corporate website. With this step, the company is presenting its content in a refreshing, clearer, and more structured form that will benefit media representatives, the public, and, above all, LR sales partners. The corporate website of LR not only serves as an international business card, but also as a central point of contact for all countries in which the company is active. In addition, it is now even better aligned with the needs and expectations of the global community.

An outstanding feature of the new design is the implementation of the “mobile first” approach. This enables unrestricted access to all information on the website via tablet and smart-phone. The website adapts seamlessly to any format, ensuring an optimised user experience on all devices.

The homepage is divided into two sections, “Business Model” and “Company”, with a link to the LR e-shop and the LR sales partner page. The latter continues to serve as a digital business card for interested parties. In the “Company” section, interested parties can find information divided into the categories “About us”, “Aloe Vera Expert”, “LR Worldwide”, “LR Global Kids Fund”, “Compliance”, “Sustainability”, “Investor Relations”, and “Vacancies”. Career starters and job seekers can access the HR page directly via the vacancies category, which offers a comprehensive overview of entry-level opportunities, vacancies, and employee benefits in line with the guiding principle of the company (“More quality for your life”).

“Our aim was to create a platform that is not only aesthetically pleasing, but also offers the best possible orientation and outstanding user experience, in other words, convenient access to information. The new structure of the corporate website helps us to communicate current topics even more clearly, for example via the slider on the front page”, says Nele Hütte, Director eCommerce & Digital Solutions.



The new website was created with the active support of internal employees and two dedicated agencies. The agency “neteleven” was responsible for the implementation of the content management system. The agency “Valantic” provided support for the system landscape. The concept for the new website, the UX design, and the layout of the site were mainly developed internally by LR.

Visit our new website at www.LRworld.com and discover the wealth of information about LR, which is now accessible even more intuitively.

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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