



## LR Health & Beauty expands commitment to sustainable business practices

**Ahlen, 6 May 2024** - In 2023, the LR Group made significant progress in resource conservation and corporate responsibility -- these efforts are detailed in the [sustainability report](#) released by the digital social selling company for high-quality health and beauty products.

A notable achievement was a 30% reduction in paper used in the production of printed media. This was largely due to reducing the number of pages in the monthly "LR World" catalogue. Last year, the company also shifted to producing this medium in print only for a small select audience, while the majority of sales partners and customers are now informed about monthly offers via online channels.

"As digitalisation advances, we have achieved a classic win-win situation that also benefits the environment," notes Dr. Andreas Laabs, CEO of the LR Group. "We plan to build on this in 2024 and 2025. This means that product and sales-related content will primarily be disseminated via our digital platforms. At the same time, we are also increasing our reach with this step." Until then, the direct selling company remains committed to resource conservation and sustainability: using FSC® certified and recycled paper for 98% of its printed materials, and 100% recycled copy paper at its headquarters in Ahlen. The company was able to reduce its total paper consumption by 17% in 2023, saving 220,000 kilograms compared to the previous year.

In the realm of "Travel and Transport," LR has implemented measures that contribute to reducing its ecological footprint. In 2023, revised internal guidelines and incentives have increased the proportion of electric vehicles in the company's fleet. This is reflected in the decreased consumption of gasoline and diesel, which was reduced by more than 10%. The company has also boosted the energy output of its 32 charging stations located at its Ahlen sites on Kruppstraße, Porschestraße, and Zeche Westfalen. "In 2023, our stations delivered 87,758 kWh of electricity to pool and company vehicles, representing a 72% increase over the previous year," notes Markus Bange, who oversees the development of the sustainability strategy. "What's more, last year we launched the 'Charge at Home' program, allowing every employee with an electric company car to set up their own charging station at home through LR."



A further milestone was reached with the new photovoltaic plant, completed in partnership with the Winkelmann Group, headquartered in Ahlen. The plant was commissioned at the end of last year at the LR site on Porschestraße and has a capacity of approximately 1,000 kWp. It is used for the company's own needs and feeds excess energy into the power grid. LR expects the plant to make a significant contribution to the generation of renewable energy for the first time in 2024. As the solar power generator only started operation in the winter months of 2023, its full impact will become apparent this year.

Before the photovoltaic plant was commissioned, LR's German company locations were already powered 100% by green electricity. Across borders, about 77% of the energy consumed in 2023 came from renewable sources -- last year, two international LR locations switched to green electricity.

### **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.

**Your contact person**



HEALTH & BEAUTY

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