



Start of a new chapter

LR Health & Beauty welcomes new trainees and students from the integrated degree programme

Ahlen, 02 August 2024 – Yesterday, eight young people starting their professional careers at LR Health & Beauty experienced a multifaceted first day. While the female talents are embarking on apprenticeships as industrial management assistants and e-commerce clerks, the male newbies are looking forward to an exciting training period in the IT sector (IT specialists for application development or system integration). In addition to the five trainees, the Ahlen-based company also welcomed three students from the integrated degree programme, who will combine their practical training at LR with a degree in business studies.

“Training committed job starters is a key part of our business philosophy. Which is why we are thrilled to have this batch of new recruits on board,” enthuses training supervisor Sarah Wendland. To celebrate the arrival of the new colleagues, LR organised the meanwhile traditional “Meet & Greet” a couple of weeks ago. Here, the youngsters were treated to a business presentation, a behind-the-scenes tour of the company and a product tasting. But getting to know one another was also on the agenda – always a key aspect for all participants. “This way, we minimise our new colleagues’ jitters. It’s just really soothing when not everything is new on day one,” Wendland explains.

Yesterday, the new LR recruits got to know the team members of the first department they will be working in. And, of course, Dr. Andreas Laabs, CEO of the LR Group, took the opportunity to welcome the new trainees and students in person. “We know that today’s young talents will be tomorrow’s specialists and leaders. I very much hope that each and every one of them will feel happy here right from the start and learn lots,” stresses Laabs.

LR Health & Beauty has successfully trained new staff for over 30 years. In addition to the training scheme in a whole range of different professions and the integrated degree programme, LR also offers an attractive trainee programme for university graduates.



Caption: HR Manager Young Talents Sarah Wendland, Lorena Schulz, Aaron Tuna, Jacqueline Jesser, Luc Schmiemann, Jana Westphal, Lennart Kietze, Hannah Neumann, CEO Dr. Andreas Laabs, Ersin Secer and Martina Grimberg, Vice President Global HR & Organisational Development, are delighted about the start of the apprenticeship at Health & Beauty.

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 nutritional supplements and cosmetic products in 32 countries. As an attractive social commerce 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

LR Health & Beauty Systems GmbH
Almut Kellermeyer
Head of Corporate Communication
Kruppstrasse 55



HEALTH & BEAUTY

59227 Ahlen, Germany

Tel.: +49 (0)2382 7813-106

E-Mail: A.Kellermeyer@LRworld.com

<https://www.lrworld.com/>