



Beginning of a new chapter in life: LR Health & Beauty welcomes new trainees

August, 01 August 2025 - At the start of the new month, the direct selling company LR Health & Beauty is delighted to welcome four new young talents who have started their training in Ahlen. In addition to the future industrial clerks Murat Gülcüer, Larissa Noga and Anastasia Pokorny, Leon Struckmeier, a prospective IT specialist for system integration, has also taken the plunge into professional life.

On their first day, the new recruits meet the team members from their first specialised department, where they will be deployed. The career starters were given a comprehensive overall impression of the company at a 'Meet & Greet' in July. In addition to an informative business presentation and company tour followed by product tasting, this was also an opportunity for the young talents to get to know each other. 'We attach great importance to picking up our trainees at an early stage and taking away their initial excitement before they actually start,' emphasises Sarah Wendland, HR Manager Young Talents at LR.

Depending on the training occupation, the new recruits can now expect a 'departmental run-through' in which they can familiarise themselves with the company's processes and acquire practical knowledge. 'In order to be well prepared for the challenges in their future professional field, the focus is also on teamwork skills and personal responsibility,' says Wendland. Apart from the school examinations, the young talents are given a good orientation on the skills they have acquired in regular feedback meetings at LR. "It is important to us to support our trainees individually on their path and to promote their professional and personal development. "At LR, we regard the development of young talents not merely as the transmission of specialised expertise, but as a fundamental pathway for both personal and professional advancement," states Martina Grimberg, Vice President Global HR & Organisational Development.

Incidentally, LR has not identified any problems in the recruitment process. "Compared to previous years, the number of applications received has fallen slightly, but the quality

is still high. That's why we had no difficulty this time either in finding candidates that we consider to be very suitable," summarises Wendland.

LR Health & Beauty has been successfully training apprentices for over 30 years. The company is currently training 23 young talents in 5 different professions and one dual study programme. LR also offers an attractive trainee programme. For more information visit <https://jobs.lrworld.com/>.



They are looking forward to an exciting training period at LR Health & Beauty (from left to right): Leon Struckmeier, Murat Gülcüer, Larissa Noga, Anastasia Pokorny. Photo: LR

LR Group

Under the motto "More quality for your life", the LR Group – headquartered in the town of Ahlen/Westphalia – successfully produces and distributes 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.

Since 1985, LR has been firmly established in the market as a "people business" with a focus on people and personal consultation. In times of changing working environments, the business model is particularly appealing 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 LR's core competencies for over 20 years. Only the leaf's valuable inside is used for the products. In Ahlen, the company has built one of the most modern aloe vera production facilities for aloe vera drinking gels in Europe.

In the fall of 2009, LR founded the LR Global Kids Fund e.V., which supports disadvantaged children and their families in many countries around the world efficiently and without the usual red tape 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.



HEALTH & BEAUTY

PR contact:

LR Global Holding GmbH
Almut Kellermeyer
Head of Corporate Communication
Kruppstraße 55
59227 Ahlen
Germany
Phone: +49 (0) 2382 7658-106
email: A.Kellermeyer@LRworld.com