



## **Personnel Announcement**

### **Stefan Bethke New Vice President Research & Development at LR Health & Beauty**

Ahlen, March 24, 2026 – Stefan Bethke is taking on the role of the new Head of Research & Development at LR Health & Beauty. The direct sales company develops high-quality health and beauty products and produces them at its Ahlen site. "I am very much looking forward to my new role. I have learned the field of research and development from the ground up. I want to specifically contribute my experience to further optimize our company's value chain. My focus is on 'Made in Germany' innovative strength, which I aim to sustainably strengthen. In line with our philosophy 'More quality for your life,' my goal is to react more quickly and efficiently to the growing need of our customers and partners for more quality of life – with the right product solutions at the right time – together with my team and colleagues from adjacent departments. This way, we create the basis for long-term growth," emphasizes Stefan Bethke.

The 42-year-old certified food technology engineer has over 16 years of international experience in the development and scaling of technologies in the food and beverage industry. Most recently, he served as Global Lead Expert for Emulsions and Formulations at Doehler GmbH, where he led cross-functional teams worldwide and implemented strategic innovation programs. During his career, Bethke was responsible for global innovation programs, optimized raw material strategies, and achieved efficiency and cost savings, including leading a transformation project to increase production efficiency.

#### **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](#).



Picture: LR\_Stefan Bethke

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