



LR Health & Beauty Opens Its Doors to Pupils

Ahlen, April 27, 2026 – On April 23, 2026, eight pupils – four girls and four boys aged between 12 and 16 – took the opportunity to gain exciting insights into everyday working life at LR. “Our aim is to inspire young people about LR and the wide range of career opportunities we offer. As a future-oriented company, we also see it as our responsibility to make a valuable contribution to society by supporting career orientation and helping the next generation make informed choices about their future,” says Sarah Wendland, HR Manager Young Talents.

The Girls & Boys Day began at 8 a.m. with an official welcome at the LR Headquarters, a group photo in the foyer, and an introduction to the day’s program. The pupils then headed directly to their pre-selected departments of choice: Marketing & Communications, Logistics, Service Center, and Finance.

During lunch together in the company’s in-house canteen, the young participants exchanged their impressions of the morning in a relaxed atmosphere. After a presentation on the various training opportunities at LR – including both traditional vocational training and dual study programs – a special highlight awaited the pupils in the afternoon: The Beauty Production department had prepared a workshop in which they could create their own shower gel.

The day concluded with a feedback session where the pupils reflected on their experiences at LR.

Zoey Holtmann, 13 years old: “I really enjoyed today because we got so many insights into different areas. We were in the lab and in Marketing. It was all a lot of fun. The lab at the end was really cool because we got to make our own shower gel.”

Darleen Henke, 16 years old: “I found today interesting and exciting. It gave me a good insight into a marketing role and reinforced my interest. I particularly liked campaign management. Everything else was also very interesting,



for example working with AI in Creative Design at the Media Factory.”

Maximilian Jäger, 15 years old: “I also thought today was great because of all the different insights. I got a real glimpse into everyday working life. I spent most of my time in Finance and received a lot of valuable information about how LR’s systems and sales processes work.”

The young participants were bid farewell at 3:30 p.m. with a certificate of participation and an LR goodie bag. Thanks to the enthusiasm of the pupils and the commitment of our colleagues, we look back on a very successful Girls & Boys Day.