



## **LR Health & Beauty Publishes 2025 Sustainability Report Sustainability as a Driver of Long-Term Business Success**

**Ahlen, May 6, 2026** – LR Health & Beauty SE is consistently expanding its sustainable corporate strategy and documenting measurable progress in its latest 2025 Sustainability Report. In doing so, Europe’s attractive social commerce company underscores its commitment to deliberately aligning environmental responsibility, economic success, and social engagement. For LR, sustainability has been a firm component of its corporate strategy for years and a key factor in long-term competitiveness.

The approach spans the entire value chain: from the selection of high-quality raw materials and resource-efficient production processes to sustainable packaging solutions. “For us, sustainability is not an option, but a prerequisite for long-term economic success. We aim to consistently reduce our ecological footprint while creating sustainable added value for our partners, customers, and society,” emphasizes Jörg Körfer, CEO of the LR Group.

### **Production in Germany as a Clear Quality Advantage**

A key component of the strategy is the company’s strong foundation at its German location. **Around 90% of LR’s product portfolio is manufactured in Germany** – primarily in-house at the company’s headquarters in Ahlen. There, LR consolidates core competencies ranging from product development and quality assurance to production under one roof. Regional manufacturing shortens transport routes, conserves resources, and strengthens control over quality, processes, and supply reliability. LR is also currently preparing for the full production of its 5in1 products in Ahlen.

### **Greater Resource Efficiency, Less Material Usage**

LR is consistently driving change in the area of packaging and materials. The company is continuously increasing its use of climate-friendly rPET (recycled PET) and FSC-certified paper. Currently, 84% of the paper materials used come from FSC-certified or recycled sources. **Through targeted measures, LR also saved 85 tons of paper in 2025 – a further step toward greater resource efficiency.**



### **Energy and Emissions: Focus on Renewable Sources**

LR has also made significant progress in energy supply: 82% of total electricity consumption comes from renewable energy sources. At its German site, LR already uses 100% green electricity, and initial international subsidiaries have also been successfully switched to green electricity. In 2025, the company's own photovoltaic system generated over 900 MWh of electricity, strengthening the company's independent, sustainable energy supply.

### **Investment in Sustainable Mobility**

Since 2020, LR has been consistently investing in a modern and sustainable mobility infrastructure. There are now 32 charging points available at the Ahlen site. At the same time, the company's vehicle fleet is evolving significantly: **Already 65% of vehicles in the German corporate fleet are electric or hybrid.**

### **Social Engagement: LR Global Kids Fund**

In addition to environmental responsibility, social engagement is a central component of LR's understanding of sustainability. Through the LR Global Kids Fund e.V., the company supports disadvantaged children and young people and creates concrete prospects for a better future. Since its founding, a total of **EUR 6.45 million in donations** has been collected, which is specifically allocated to education, nutrition, and support projects. In 2025 alone, 12 projects in 12 countries were funded, providing children and young people with better prospects for the future – ranging from educational initiatives and psychosocial support to concrete everyday assistance. A particular focus is also placed on local engagement at the company's headquarters in Ahlen, for example through projects such as the "Lunch Club," which provides children with a warm meal as well as access to educational and recreational activities.

The 2025 Sustainability Report shows: At LR, sustainability is not a one-off project, but an integral part of the business model – with clear goals, concrete measures, and measurable results. Further information and details on the measures and progress can be found in the current [2025 Sustainability Report](#).



### **LR Group**

Under the guiding principle "More quality for your life," the LR Group, headquartered in Ahlen/Westphalia, successfully produces and distributes various high-quality dietary supplements and cosmetic products in 32 countries. As an attractive social commerce company, LR supports personal exchange within its community with efficient, digital solutions. The holistic tool "LR neo" provides the international partnership with all business-relevant key figures and information for their LR Business in a single dashboard.

LR has been firmly established in the market since 1985 as a "People Business," where people and personal consultation are at the forefront. In times of changing work environments, the business model particularly appeals to those who strive for more flexibility, a better work-life balance, and more financial independence.

The processing of Aloe Vera has been one of LR's core competencies for over 20 years. Only the valuable inner part of the leaf 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 autumn 2009, LR founded the LR Global Kids Fund e.V., which efficiently and unbureaucratically supports disadvantaged children and their families in many countries around the world in cooperation with local institutions. For further information on our sustainability commitment, please refer to our [Sustainability Report](#).

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