



LR invests over €2 million in quality and growth

Ahlen, 9 July 2026 – Global demand for innovative health products continues to grow, and with it the requirements for quality, supply reliability and production capacity. LR Health & Beauty is therefore strengthening its Ahlen headquarters with an investment of more than €2 million, laying the foundation for further growth.

At the heart of the investment is a new, state-of-the-art production line. LR will use it to fully consolidate the manufacturing of its successful 5-in-1 products at its Ahlen headquarters. This includes, among others, the LR 5in1 Beauty Elixir and the LR 5in1 Men's Shot. At the same time, the new facility creates the conditions for future product innovations in modern nutritional supplement concepts.

By bringing the complete production of its 5-in-1 range to Ahlen, LR is taking an even greater share of its value chain in-house. This enhances control over quality and operational processes, improves flexibility in supplying international markets, and reinforces the company's independence. It also represents a clear commitment to Germany as a production location and to the highest "Made in Germany" quality standards.

"We are investing strategically in the future of our company and in our Ahlen production site. The new production line represents an important milestone in our continuous investment in quality, state-of-the-art manufacturing capabilities, and sustainable competitiveness. 'Made in Germany' is much more than a designation of origin for us – it is a fundamental commitment to quality for our customers and sales partners worldwide," says Jörg Körfer, CEO of LR Health & Beauty.

The new production line is designed for an annual capacity of up to 40 million units, opening up significant growth potential for LR in the years ahead. The fully automated system combines high production speed, maximum efficiency and stable, reproducible processes. It uses cutting-edge technology from one of the world's leading plant manufacturers, ranked among the top 10 in the industry.



A key element of the investment is its consistent focus on product safety and quality. Manufacturing takes place under cleanroom conditions of the highest quality grade. This is complemented by a fully automated Cleaning-in-Place (CIP) system, which ensures the highest hygiene standards while enhancing process reliability. In addition, an intelligent camera system monitors the entire production process in real time and immediately detects any deviations during manufacturing.

Today, around 95 per cent of LR products are already made in Germany. At its Ahlen headquarters, LR unites development, quality assurance and production under one roof. With the new production line, the company is systematically advancing its manufacturing expertise and further expanding Ahlen as its central centre of excellence for health and beauty products.

For sales partners worldwide, the investment underscores LR's commitment to quality, innovation, and reliable supply capabilities. In the Health & Beauty industry in particular, transparent sourcing, traceable manufacturing processes, and dependable quality standards are becoming increasingly critical.

The 5-in-1 products are among the most successful concepts in the LR portfolio. With this investment in the new production line, LR is focusing on future growth while strengthening Ahlen as a key production and innovation hub within the LR Group.

About the LR Group

Operating under the guiding principle "More quality for your life", the LR Group, headquartered in Ahlen, Westphalia, successfully produces and distributes a range of high-quality nutritional supplements and cosmetics in 32 countries. As an attractive social commerce company, LR supports personal interaction within its community with efficient digital solutions. The comprehensive "LR neo" tool provides the international partnership with all business-relevant KPIs and information for their LR business in a single dashboard.

Since 1985, LR has been firmly established in the market as a "people business", where people and personal advice take centre stage. In an era of changing working environments, the business model particularly appeals to those seeking greater flexibility, a better work-life balance and increased financial independence.



Processing Aloe Vera has been one of LR's core competencies for over 20 years. Only the valuable inner leaf is used for its products. In Ahlen, the company has built one of Europe's most modern Aloe Vera production facilities for Aloe Vera drinking gels.

In autumn 2009, LR founded the LR Global Kids Fund e.V., which works with local institutions to provide efficient, unbureaucratic support for disadvantaged children and their families in many countries around the world. For further information on our commitment to sustainability, please see our Sustainability Report.

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