



LR Health & Beauty and Dr Juchheim enter into strategic partnership

Two companies combine their expertise in product development, longevity and sales – partnership creates opportunities for joint innovation and international growth

Ahlen / Munich, 14 September 2026 – LR Health & Beauty and Dr Juchheim are combining their expertise in a long-term strategic partnership. The two companies are bringing together their respective strengths to generate fresh momentum in product development, longevity and modern sales approaches. At the same time, the partnership creates opportunities to make innovative products and concepts accessible to a broader international customer base.

The partnership brings together two companies with different yet complementary areas of expertise: LR has more than 40 years of experience in direct selling, an established international sales organisation and extensive expertise in the development and marketing of health and beauty products. Dr Juchheim contributes in particular his science-based expertise in the field of longevity as well as many years of experience in developing innovative product concepts.

“For us, this partnership is a logical step in the continued development of LR. We do not simply want to observe emerging fields – we want to help shape them. Dr Juchheim brings specialist expertise and fresh perspectives to an area that is strategically important to us. At the same time, we contribute our international sales strength, our experience and our close relationships with our sales partners. It is precisely this combination that makes the partnership so compelling for us: we are bringing together science-based longevity expertise and international market proximity, creating a strong foundation for joint innovation,” says **Jörg Körfer, CEO of the LR Group**.

Long-term partnership with first tangible product initiatives

The collaboration is deliberately designed to extend well beyond a single product launch. Both companies intend to combine their respective strengths over the long term. This includes, in particular, the exchange of know-how, joint product and innovation projects, as well as the development of additional sales and growth opportunities.

One focus of the partnership is longevity, a field with significant future potential. Growing consumer interest in health and long-term wellbeing is creating a dynamic market for innovative product concepts. The partnership aims to bring together different perspectives and areas of expertise to generate fresh ideas for products and concepts.

One of the first tangible results of the partnership is the MEGA PATCHES under the joint “LR x Dr. Juchheim” branding, which LR presented to its German sales partners for the first time on 12 September at its Leadership Congress in Pforzheim. The initial range comprises four



variants: CANNAPUR20, LONGEVITY, BIOMAGNETIC and MENOLIVIA. MENOLIVIA is also a completely new variant being launched on the market. The MEGA PATCHES are based on Smart Care Release Technology, which continuously releases selected care ingredients to the skin over an extended period and enables innovative product concepts for different care needs relating to balance, vitality, radiance and wellbeing. The products are distributed exclusively by LR in Germany, Austria and Switzerland.

“This partnership brings together two strong worlds with a shared vision: LR’s international sales power, reach and community, combined with Dr. Juchheim’s innovative strength and expertise in developing modern longevity products, create the conditions for opening up new markets and delivering sustainable growth.

Together, we are combining science-based product expertise, entrepreneurial experience and innovative strength with an established international sales network. We see enormous opportunities, particularly in the growing field of longevity. Together, we can develop innovative concepts for health, wellbeing, youthfulness and a vital, self-determined life and make them accessible to many people through LR’s international strength.

This partnership is far more than a collaboration: it is the starting point for an unparalleled growth story with the potential to make a lasting impact on the international health and longevity market. We look forward to taking this journey together with LR,” say **Dr Jürgen Juchheim and Kerstin Halefeldt, founders and managing directors of Dr. Juchheim GmbH.**

Live shopping as an additional digital sales channel

Alongside new product initiatives, LR is continuing to develop its digital sales channels. As the first network marketing company to do so, LR is currently working on the launch of its own live shopping concept, combining personal advice with the possibilities offered by digital sales channels. Products can be presented and explained during a livestream, while customers can ask questions in real time and make purchases directly from the livestream.

Independent LR sales partners remain a central part of the sales process: using personalised referral links, they can invite their customers directly to live events. If a purchase is made during the stream, the order is attributed to the respective sales partner. This gives LR additional digital touchpoints and creates new opportunities for customer retention and business development.



LR Group

Under the guiding principle "More quality for your life", the LR Group, headquartered in Ahlen, Westphalia, successfully manufactures and markets a range of high-quality food supplements and cosmetic products in 32 countries. As an attractive social-commerce company, LR supports personal interaction within its community with efficient digital solutions.

LR has been firmly established in the market since 1985 as a "People Business", with people and personal advice at its core. At a time when the world of work is changing, the business model particularly appeals to those seeking greater flexibility, a better work-life balance and greater financial independence.

Processing Aloe Vera has been one of LR's core areas of expertise for more than 20 years. Only the valuable inner leaf gel 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](#).

Dr. Juchheim

For more than 35 years, Dr med. Jürgen Juchheim has stood for the combination of medical experience, innovative product concepts and holistic approaches in the fields of longevity, regeneration, cosmetics and wellbeing.

As a medical specialist with many years of experience in his own practice and clinic in central Munich, he has extensive expertise, particularly in immunology and medical aesthetics. This knowledge informs the development of product concepts that combine science-based approaches with natural ingredients and modern technologies.

Dr. Juchheim's portfolio includes innovative cosmetic products, food supplements and the MegaPatches developed by him. A particular focus is on concepts designed to support vitality, wellbeing and quality of life over the long term.

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