HEALTH & BEAUTY

LR Health & Beauty demonstrates what the future of network marketing looks like

Nearly 5,000 viewers, more than 3,000 active chat participants and several thousand MEGA PATCHES sold: LR successfully launches Live Shopping, bringing fresh momentum to digital sales in network marketing.

Ahlen, 28 October 2026 – Announcing new digital sales channels is one thing; successfully putting them into practice is another. With the successful launch of its Live Shopping format, LR Health & Beauty demonstrates how digital reach, interactive product presentations and the network marketing business model can be effectively combined. On 15 October 2026, the first livestream took place for sales partners and customers in Germany and Austria. The focus was on the LR x Dr. Juchheim MEGA PATCHES. Aiko Düselder, Sales Director Germany at LR Health & Beauty, hosted and introduced the event. The product presentation was delivered by Dr med. Jürgen Juchheim and his business partner Kerstin Halefeldt. The 30-minute Live Shopping event attracted a strong response: nearly 5,000 viewers watched live, while more than 3,000 participants actively engaged in the chat. The stream subsequently recorded more than 7,000 views in total. Several thousand LR x Dr. Juchheim MEGA PATCHES were sold during the livestream and in the hours that followed.

High engagement meets sales success

The successful launch underlines LR's ambition to embrace new digital opportunities at an early stage and make them available to its sales organisation. Live Shopping goes beyond conventional online product presentations: products are demonstrated live, questions are answered directly and viewers are actively involved. This creates an interactive shopping experience that brings together product information, community engagement and the opportunity to purchase.

Live Shopping delivers real added value for sales partners

Crucially, LR does not view digital sales in isolation from its partner business. During the livestream, products and their applications are demonstrated clearly, benefits are explained and viewers' questions are answered directly in the chat. The journey from product interest to placing an order is straightforward: via personalised partner links, interested customers can explore the featured products, add them directly to their basket and conveniently complete their purchase without leaving the stream. The order is then automatically attributed to the relevant LR sales partner.

In this way, LR is creating an additional digital sales channel that combines reach and interaction with its existing network marketing model. Sales partners can draw their customers' attention to Live Shopping events, invite them to participate and offer them a contemporary product experience. They benefit from a format that combines digital opportunities with personal customer support, providing further occasions to showcase products, generate interest and strengthen customer relationships.

"We do not simply want to observe digital developments; we want to actively harness them for the benefit of our sales partners. Live Shopping demonstrates how modern product presentations and personal customer relationships can complement each other. This benefits not only our customers but, above all, our sales partners, for whom we are opening up new business opportunities," says Thomas Heursen, Global Sales Director at LR Health & Beauty.

Live Shopping becomes an integral part of the digital sales mix

LR will continue its Live Shopping events every fortnight from 8.00 pm to 8.30 pm. The next event will take place on 29 October 2026 at 8.00 pm. In doing so, the company is establishing a regular format that firmly embeds digital product presentations and direct interaction in its sales mix.

With this successful launch, LR Health & Beauty reinforces its ambition to play an active role in shaping the future of network marketing. Rather than treating digital sales opportunities as standalone initiatives, the company combines them with the strengths of its partner business. This creates new ways to reach customers, bring products to life and provide sustained support to sales partners in developing their businesses.

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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.

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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