



HEALTH & BEAUTY

# UPGRADE YOUR LIFE<sup>®</sup>

**LR BUSINESS PRESENTATION**

Your partner for  
a successful career





# WHY WE ARE YOUR STRONG PARTNER

- One of the **leading direct sales companies** in Europe
- LR has been a thriving company **for over 35 years**
- **1,300 staff members**
- Products **Made in Germany**
- Operating successfully in **28 countries**





LR HEALTH & BEAUTY



LR Health & Beauty Germany  
received the Top 100 Award for  
2021 – an award for the most  
innovative companies in Germany.



# WE OPERATE IN FUTURE MARKETS



**BODY CARE**



**BEAUTY**



**HEALTH & NUTRITION**





## AROMA WELLNESS





# EXKLUSIVE STAR FEELING

## CELEBRITIES AS BRAND AMBASSADORS

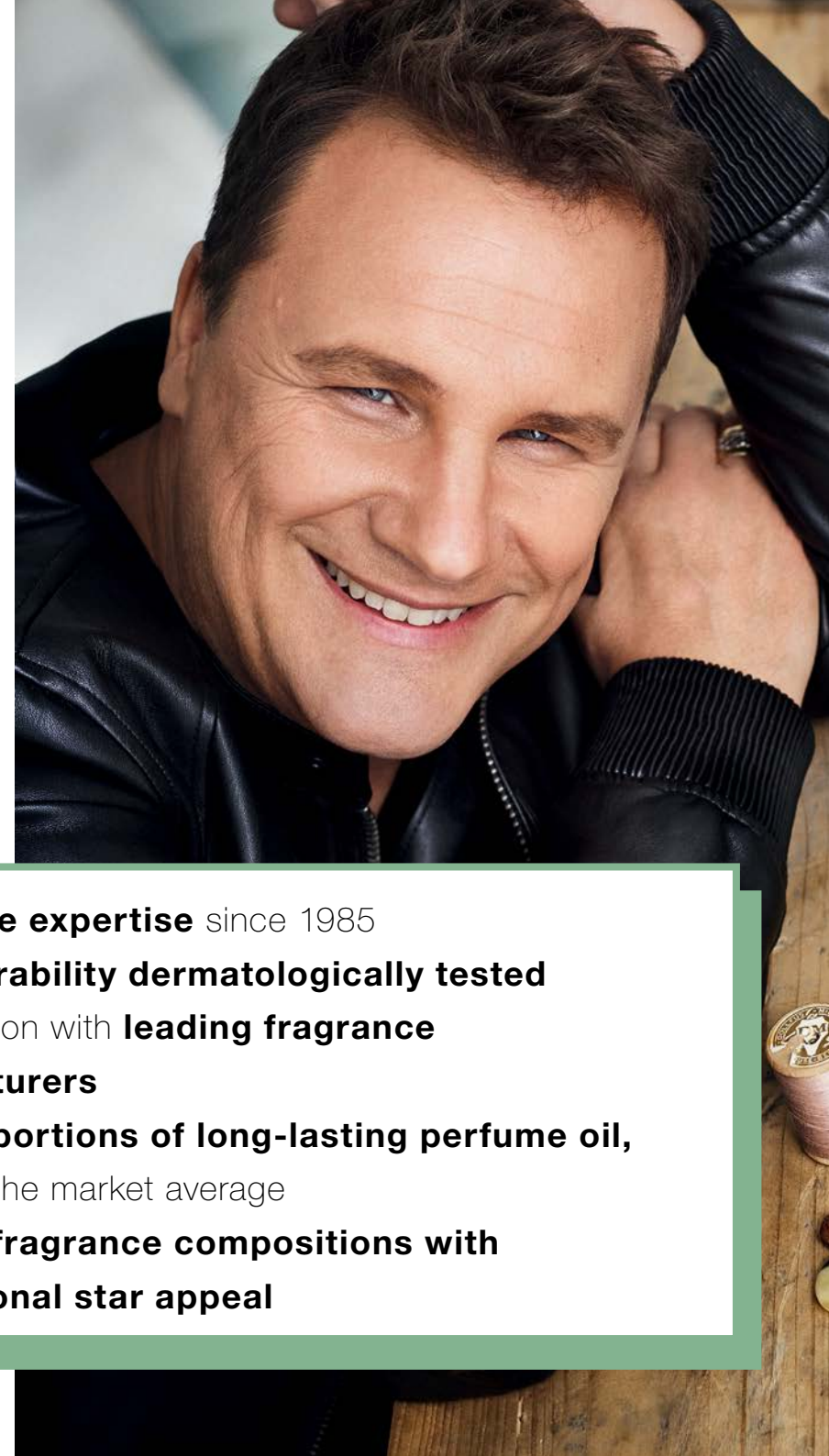


PERFUME OIL-CONCENTRATION		
PRODUCT	LR	MARKET STANDARD
Eau de Parfum	15.0 - 23.5 %	8.0 - 15.0 %
Shower Gel	2.5 - 4.0 %	0.5 - 2.5 %
Body Lotion	2.0 - 3.0 %	0.2 - 2.0 %



Our fragrances  
have been nominated  
several times for the  
Duftstars Awards  
(i.e. Bruce Willis)

- **Fragrance expertise** since 1985
- **Skin tolerability dermatologically tested**
- Collaboration with **leading fragrance manufacturers**
- **High proportions of long-lasting perfume oil**, far above the market average
- Individual **fragrance compositions with international star appeal**





AROUND  
**1.5**  
MILLION

LR fragrances  
are sold on average  
worldwide every year





# YOUR BEAUTY-STUDIO FOR YOUR HOME

IN THE TWINKLING OF AN EYE  
RADIANT SKIN

- **10 x more effective cleansing** compared to manual cleansing\*
- **Visible and noticeable results**
- **Dermatologically proven effect\***
- **Antibacterial microsilver technology**



\*Scientific study by the renowned institute Dermatest GmbH, 2022.



ZEITGARD PRO

**1 DEVICE**  
**4 APPLI-**  
**4 CATIONS**

Patent pending\*\*

## INNOVATION: HIGHTECH MEETS BEAUTY



Professional  
cleansing tool



OSCILLATION



Effective  
anti-aging tool



ULTRASONICS



Intensive  
peeling tool



ULTRASONICS



Firming body  
massage tool



ULTRASONICS



VIBRATION



PATENT PENDING  
zum  
**PATENT**  
angemeldet\*

IR  
ZEITGARD

IR

**ZEITGARD**  
FOR TIMELESS BEAUTY

\*\*Patent Nr. DE 10 2022 200 747.6



# NATURALLY BEAUTIFUL AND HEALTHY SKIN!

## WITH THE POWER OF NATURE

- **Very high Aloe Vera content**
- Unique products **with nurturing organic extracts**
- **Strict cultivation criteria for Aloe Vera** in the high-lands of Mexico – **without pesticides, artificial fertilisers or other chemical additives**
- **28 LR ALOE VIA products are patent pending thanks to their unique combination of organic extracts**



No animal testing on  
cosmetic products and  
dietary supplement





# 90 %

of all respondents from a  
LR beauty study place  
value on natural ingre-  
dients and scientifically  
proven efficiency\*



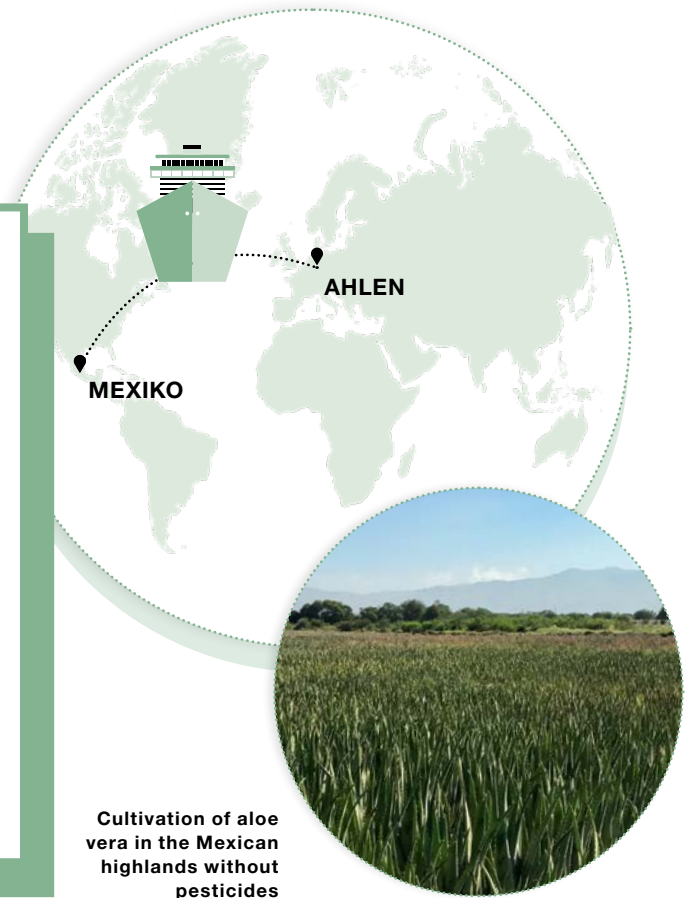
\*Source:  
LR Beauty Study 2016

# HIGHEST QUALITY FOR YOUR HEALTH!

- Aloe Vera Drinking Gel with up to **98 % Aloe Vera leaf gel content**
- **Aloe Vera contains** a unique, highly versatile **mix** of **polysaccharides, vitamins, enzymes** and **amino acids**
- Premium **nutritional supplements for all stages of life**
- **Confirmed quality through regular checks by independent institutes like the SGS INSTITUT FRESENIUS**



No animal testing on  
cosmetic products and  
dietary supplement



Cultivation of aloe  
vera in the Mexican  
highlands without  
pesticides





### OUR SECRET RECIPE FOR OVER 20 YEARS!

Since 2002, everything at LR revolves around the topic of Aloe Vera. We now count 6 different Drinking Gels, of which each one is a specialist in its field.

**#Over20YearsAloe.**

# WE ARE ALOE VERA EXPERTS

QUALITY MADE IN GERMANY

SEALED  
QUALITY

- Manufacture of products for **internal** and **external use**
- **The most modern Aloe Vera production plant in Europe**
- **Production according to food standards**
- **Quality checks** at the in-house laboratory
- **Checks** by **independent institutes**



No animal testing on  
cosmetic products and  
dietary supplement





**R/LIFETAKT**

**TOPSELLER!**  
**72 MIO.**  
bottles sold\*



\*since the product launch in the year 2002

# EARN FOR EACH RECOMMENDATION



Purchase price	31.40 €
Retail price	43.99 €
Income	12.59 €



Purchase price	30.70 €
Retail price	42.99 €
Income	12.99 €



Purchase price	399.90 €
Retail price	559.89 €
Income	159.99 €



Purchase price	70.70 €
Retail price	98.99 €
Income	28.29 €

## EXAMPLE

### ORDER OF A MONTH

Partner price (about 40 % margin)	=	500 €
Selling price to the end customer	=	700 €
Sales earnings	=	200 €
+ 9 % bonus on 500 €	=	45 €
<b>TOTAL EARNINGS:</b>	=	<b>245 €</b>

### LR BONUS SCALE

21 % bonus	→	12,000 PV	→	~ 6,000 €
16 % bonus	→	8,000 PV	→	~ 4,000 €
14 % bonus	→	4,000 PV	→	~ 2,000 €
11 % bonus	→	2,000 PV	→	~ 1,000 €
9 % bonus	→	1,000 PV	→	~ 500 €
6 % bonus	→	500 PV	→	~ 250 €
3 % bonus	→	250 PV	→	~ 125 €

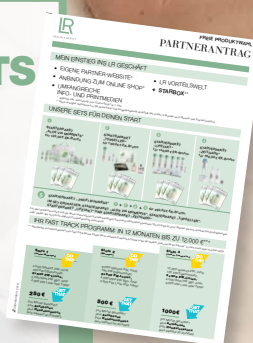
Simplified calculation 1 € = 2 PV



**~40 %  
MARGIN**

## BECOME A FAN OF THE LR PRODUCTS

- No minimum sales
- No warehousing
- Two month right of return
- Personalised website & eShop



# SUCCESS HAS NO NAME – GIVE IT YOURS

## BECOME A JUNIOR MANAGER



At least 100 PV of of personal sales,  
4,000 total PV,  
2 x levels with 500 PV each,  
2,000 residual PV vs.  
4,000 PV-level or higher

**As Junior Manager  
you can NOW  
order an LR car!**

\* total sales

1 € = 2 PV





# SELECT YOUR CAR AND SPEED UP!



Volkswagen



Selection from different models of Mercedes, VW, Audi and BMW. For current LR special terms, car models and prices go to **[www.my-lrworld.com](http://www.my-lrworld.com)**

\*if no Manager bonus is available

AROUND  
**32,000**  
LR CARS HAVE  
ALREADY BEEN  
HANDED OVER

## LR CAR BONUS

Qualify once – order car immediately!

**Confirm qualification** and receive  
**additional car bonus!**

<b>Junior Manager</b>	<b>55 €</b>
<b>Manager</b>	<b>110 €</b>
<b>Junior Teamleader</b>	<b>110 €* </b>

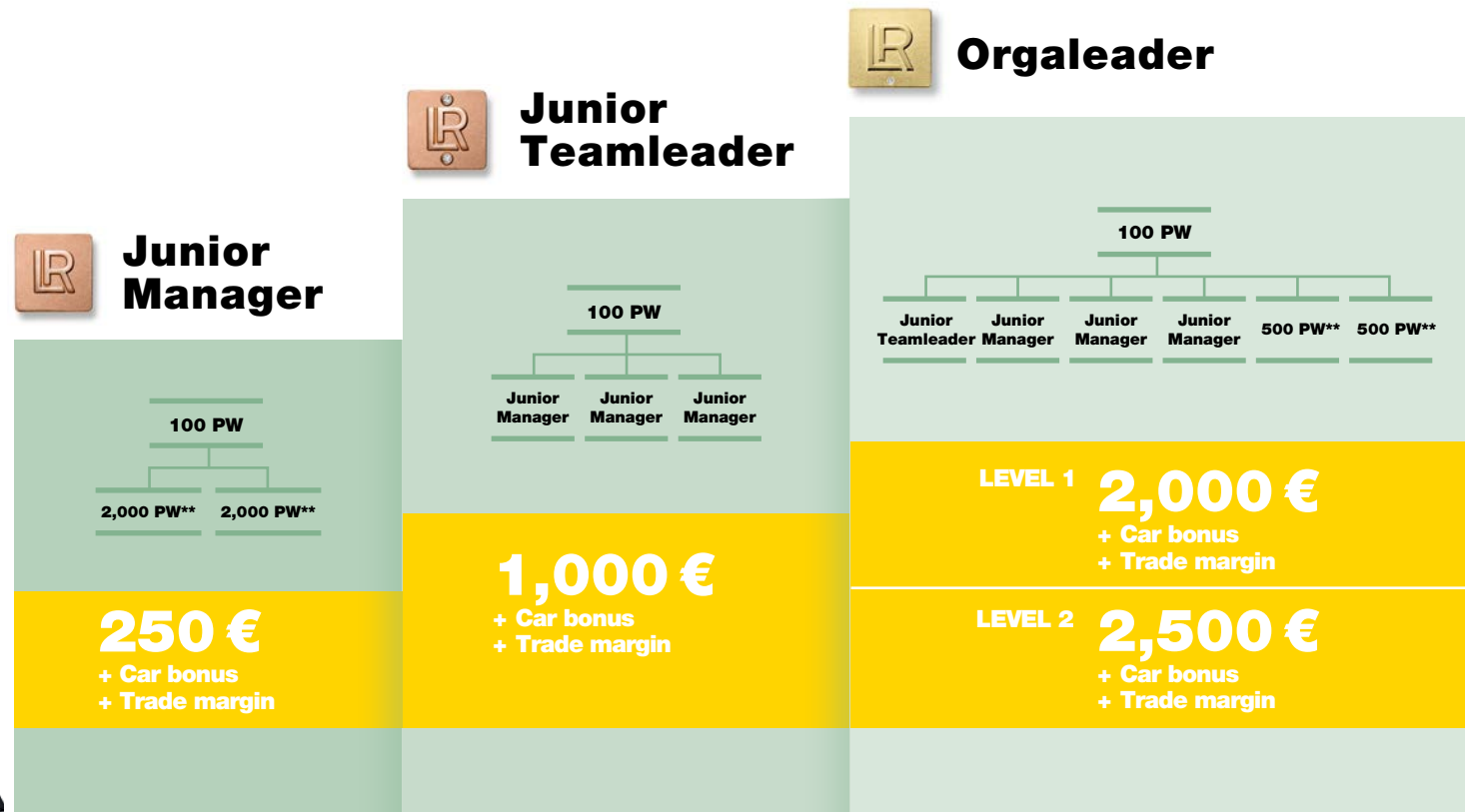
- ✓ **0 € deposit guaranteed**
- ✓ **Exclusive LR branding**
- ✓ **10,000 km/year included**
- ✓ **Car freely configurable**





# FAST TRACK – GUARANTEED BONUS

You have the unique opportunity to qualify for the Fast Track Program in the first full three months. **With the Fast Track Program you can earn up to 30,000 € in only 12 months.** Step by step you expand your team and increase **your guaranteed minimum bonus** in no time at all\*.



\*All conditions for Fast Track Bonus on: [my-lrworld.com](http://my-lrworld.com) \*\*Total sales



A woman with long brown hair is smiling and leaning out of the open window of a light-colored car. The background shows a sunset or sunrise over a field, with the sun low on the horizon. The car's side mirror is visible.

**UP TO  
30,000€  
BONUS  
+ CAR BONUS  
+ TRADE MARGIN**

**MORE THAN JUST A BONUS:  
FREEDOM!**

# EXPERIENCE YOUR DREAM TRIP WITH LR!



**NEW DESTINATIONS &  
EXCITING ADVENTURES**







# ENJOY INSPIRING EVENTS & PARTIES



**THOSE WHO ACHIEVE GREAT THINGS  
ARE CELEBRATED GREATLY**







# WE HELP YOU TO BE SUCCESSFUL



## PERSONAL COACHING

**From your sponsor and your  
Team- and Orgaleader**



## TRAINING CONCEPT

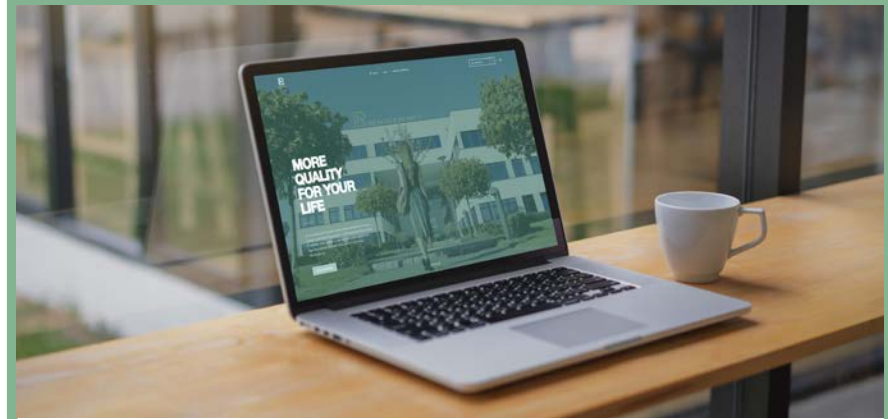
**Including seminars, webinars  
and the online academy**





## DIGITAL BUSINESS TOOLS

**LR MyOffice, LR Report Creator &  
LR Connect App**



## LR WORLD.COM

**Personalised website & eShop**



## PRINT DOCUMENTS & DOWNLOAD AREA



## SALES AIDS

# THE REASON WHY...



**Reliable partner**

**SUCCESSFUL FOR OVER 35 YEARS**

**Top products — Made in Germany**  
**95% OF OUR PRODUCTS**  
**ARE MADE IN GERMANY**







**Unique car concept**

**AROUND 32,000 CARS  
HANDED OVER**

---

**Lucrative business model**

**1.6 BILLION EURO PAID**



---

**... WE DESERVE  
YOUR TRUST**

# SUCCESSFUL BY CONVICTION

LR partners are people like you and me. Be inspired by these partners, who represent the work of thousands of LR partners in 28 countries. Together we are LR.



## **Linda & Alex Kniasew**

LR Partner since 2016 | Presidents  
*"Thanks to LR and today's possibilities, we enable our family the life we have always dreamed of."*



## **Chantal & Tobias Fuchs**

LR Partner since 2018 | Platinum Orgaleader  
*"Thank you LR for the opportunity of a lifetime. Here you count as a person - your heart and your passion and not your degree. Today after 4 years, we live a carefree life, have a lot of time for our children and have been able to accompany many people to change their lives in the same positive way."*

## **Anja Huth & Antje Götz**

LR Partner since 2012 | Gold Orgaleader  
*"Thanks to LR and our perseverance, we can decide ourselves about our precious time of life and enjoy a healthy and financially free life."*



### **Christin Dehnhardt**

LR Partner since 1999 | Vice President  
*"Thank you LR for my own "chance to change" and especially for the meaningful task of accompanying people on their path to freedom and self-determination."*



### **Sarah & Lion Weiner**

LR Partner since 2017 | Presidents  
*"Thanks to LR, we now finally have the opportunity to set our priorities as parents and at the same time to do the most fantastic job in the world."*



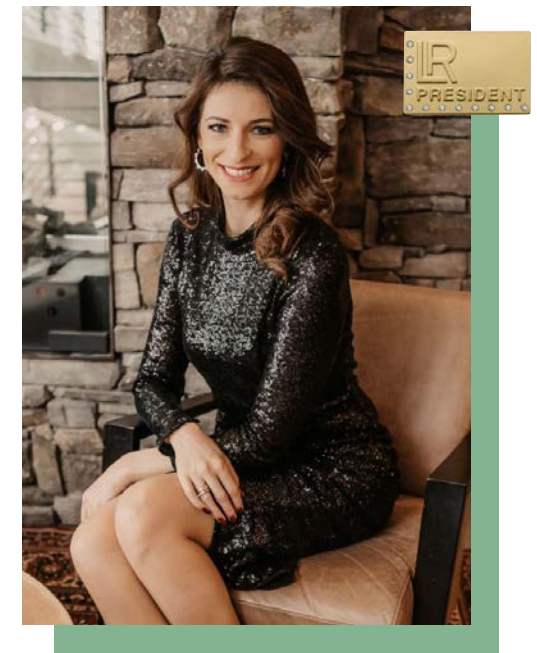
### **Andrea & Bernd Schlothauer**

LR Partner since 1995 | Vice Presidents  
*"Thanks to LR, we have found the perfect toolbox for us to become financially free."*



### **Heike & Ron Kimmig**

LR Partner since 2009 | Platinum Orgaleader  
*"Thanks to LR, we as a family & couple have much more time together again. We design our day completely ourselves and have the best job in the world."*



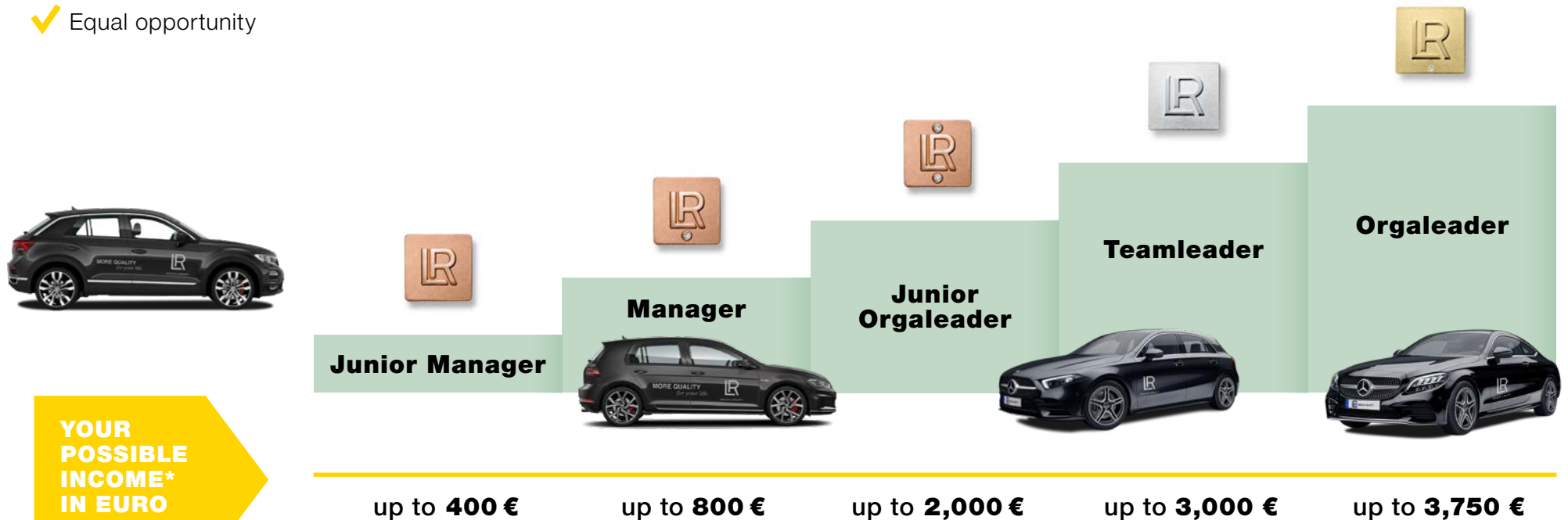
### **Julia Rau**

LR Partner since 2019 | President  
*"Thank you LR for the opportunity to live my full potential and to have this boundless business that allows me and my family to live an absolute dream life. I have rediscovered myself and I am proud of the woman I have evolved into."*

# YOUR CAREER LADDER

SUCCESS IS A LADDER, NOT A DOOR. TAKE THE FIRST STEP.

- ✓ No risk
- ✓ Free time management
- ✓ Work from home
- ✓ Equal opportunity
- ✓ Unlimited possibilities
- ✓ International business development

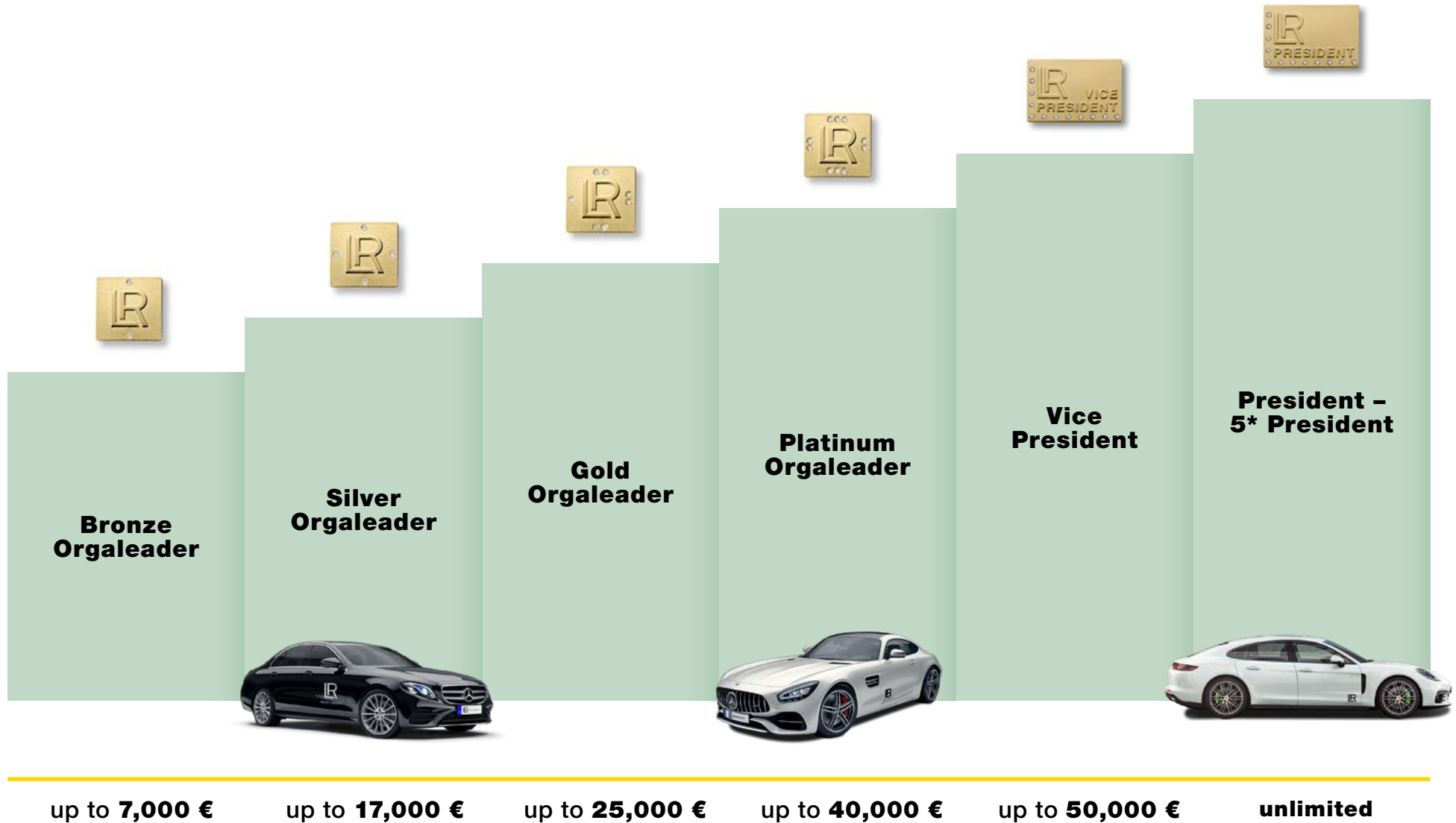


YOUR  
POSSIBLE  
INCOME\*  
IN EURO

\*The bonus is calculated based on the LR career plan.



## UPGRADE YOUR LIFE®



# WELCOME TO YOUR LR TEAM!

LR Health & Beauty Systems GmbH  
Kruppstr. 55  
D-59227 Ahlen  
Tel. +49 2382 7813-0  
Fax +49 2382 7060-287  
[info@lrworld.com](mailto:info@lrworld.com)

