



HEALTH & BEAUTY

UPGRADE YOUR LIFE[®]

LR BUSINESS PRESENTATION

Success: Planned!

WHY WE ARE YOUR STRONG PARTNER

- One of the **leading direct sales companies** in Europe
- LR has been a thriving company **for over 38 years**
- **1,200 staff members**
- Products **Made in Germany**
- Operating successfully in **32 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 ARE ACTIVE IN EMERGING MARKETS



HEALTH



NUTRITION



BEAUTY



MAKE-UP & FRAGRANCES



SKINCARE

YOUR HEALTH – YOUR LR HEALTH MISSION

SUPPORT YOUR BODY TO PERFORM AT ITS BEST



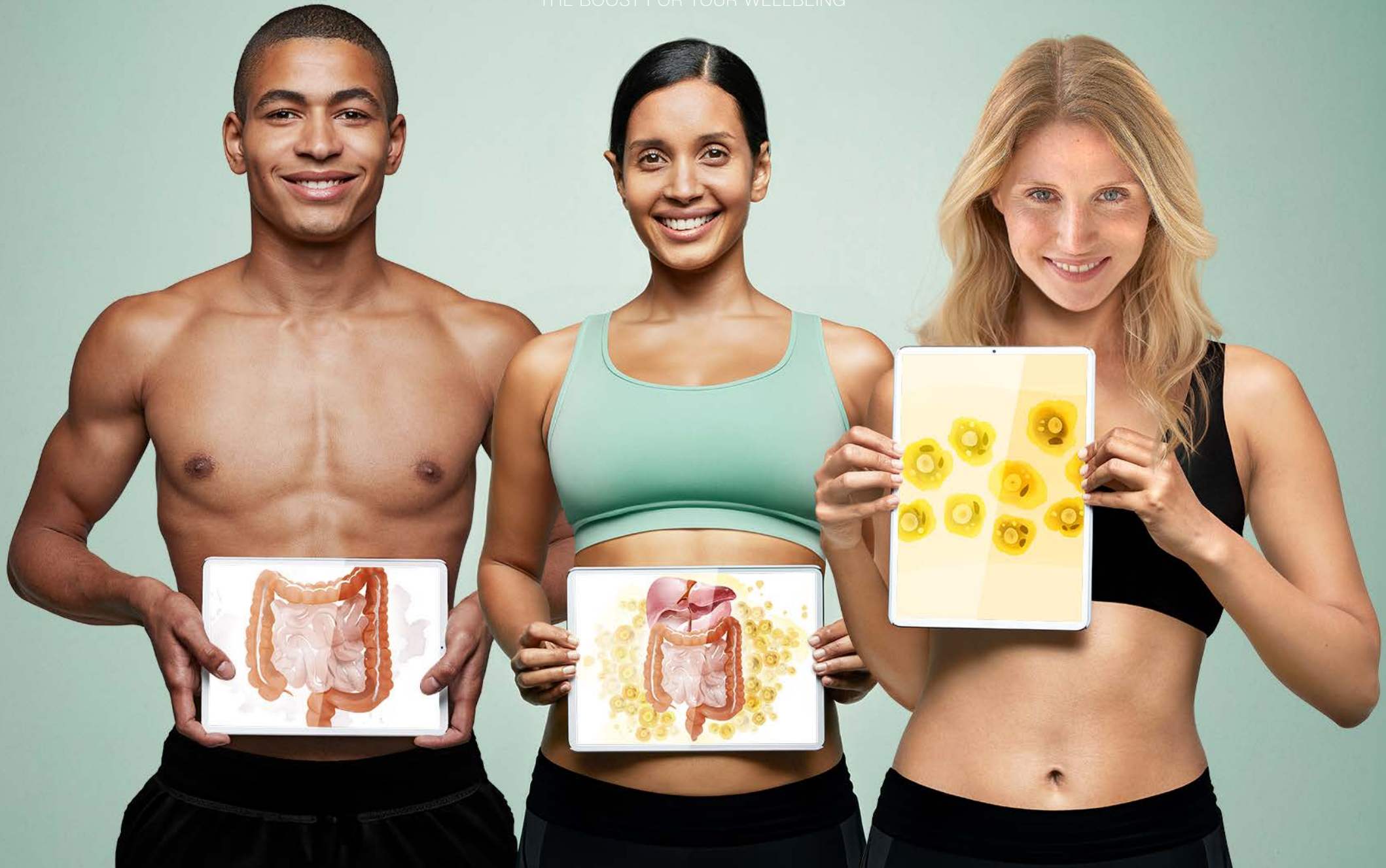
- A **strong metabolism** is the foundation for energy, performance, health and a high quality of life
- The **LR HEALTH MISSION** is a well designed 6-month programme for the intestinal, liver and cell metabolism
- It is a **holistic solution for health support** with a unique combination of products
- Well established active **ingredients from nature** combined with the **latest scientific discoveries** ensure ideal synergy effects

¹ The choline contained in Liver Support contributes to the maintenance of normal liver function. The aloe vera contained in our Aloe Vera Drinking Gel contributes to the maintenance of normal intestinal function. The vitamin C contained in our Aloe Vera Drinking Gel contributes to normal energy metabolism. The choline contained in Liver Support contributes to the maintenance of normal liver function. The aloe vera contained in our Aloe Vera Drinking Gel contributes to the maintenance of normal intestinal function. The vitamin C contained in our Aloe Vera Drinking Gel contributes to normal energy metabolism.

LR HEALTH MISSION

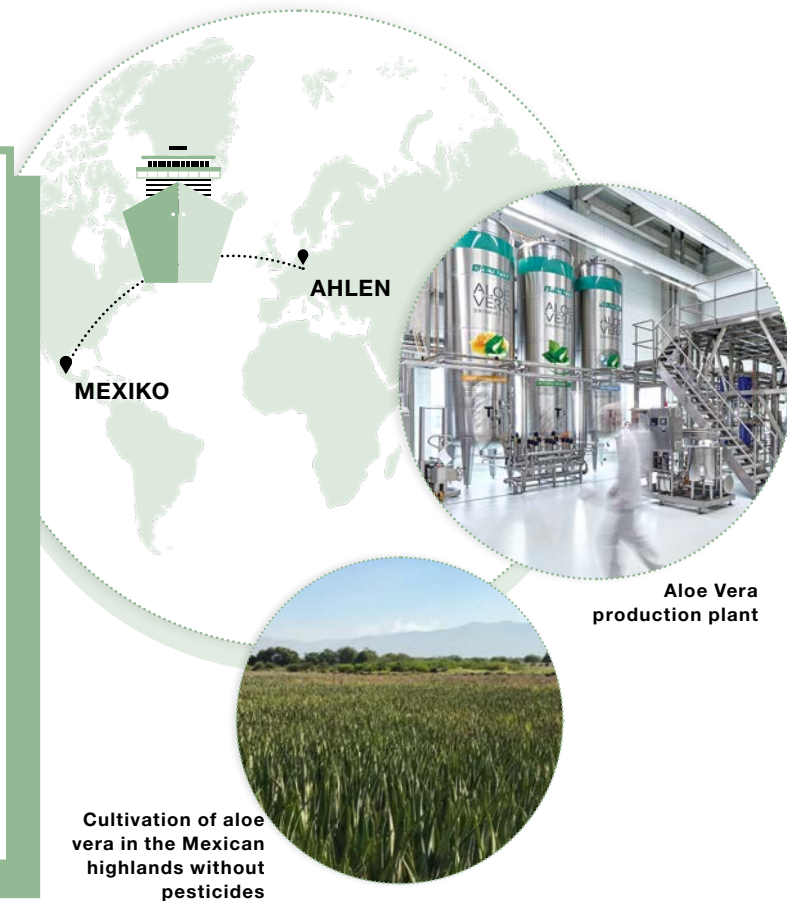
YOUR INTESTINAL METABOLISM PROGRAMME¹

THE BOOST FOR YOUR WELLBEING



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**



LR/LIFETAKT

TOPSELLER!

77 MIL.

bottles sold*

LR/LIFETAKT

**ALOE
VERA**
DRINKING GEL



PEACH FLAVOUR

98% Aloe Vera Blattfillet /
98% Aloe Vera leaf fillet
Ohne Zuckerzusatz* /
No added sugar*



OUR SECRET RECIPE FOR OVER 20 YEARS!

Since 2002, everything at LR has revolved around aloe vera. We now have 5 different drinking gels, each of which is a specialist in its own field.

#Over20YearsAloe

*since the product launch in the year 2002

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**



LIEBE ZU
NATUR & TIER





LIFETAKT

ALOE VERA
DRINKING GEL



TRADITIONAL HONEY

10% Aloe Vera Blattsaft
10% Aloe Vera Blattsaft
9% Honig
9% Honig
Traditionelle Formel /
Traditional formula

T1

LIFETAKT

ALOE VERA
DRINKING GEL



INTENSE SIVER

90% Aloe Vera Blattsaft
90% Aloe Vera Blattsaft
10% Honig
10% Honig
Traditionelle Formel /
Traditional formula

T2

LIFETAKT

ALOE VERA
DRINKING GEL



IVE FREEDOM

100% Aloe Vera Blattsaft
100% Aloe Vera Blattsaft
Traditionelle Formel /
Traditional formula

T3



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**



LIEBE ZU
NATUR & TIER



90 %

of all respondents from a
LR beauty study place
value on natural
ingredients and
scientifically
proven efficiency*



*Source: LR Beauty Study 2016

THE SMART WAY TO A HEALTHY BODY FEELING!

YOUR LIFE. YOUR DECISION. YOUR BODY MISSION.

THE LR BODY MISSION IS SMART IN THREE WAYS:



1. **Smart meals** – save calories with the delicious **FIGU**ACTIVE shakes, soups and flakes



2. **Smart companions** – protein drink, herbal tea & minerals as a plus for your healthy lifestyle



3. **Smart support** – weekly plans, recipes and workout exercises motivate you to achieve your goals





YOUR BEAUTY-STUDIO FOR YOUR HOME

RADIANT SKIN IN THE BLINK OF AN EYE

- **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 APPLICATIONS**

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 Nr. DE 10 2023 101 043.3

IR
ZEITGARD
FOR TIMELESS BEAUTY

EXCLUSIVE STAR FEELING

RENOWNED BRAND AMBASSADORS



- **Fragrance expertise** since 1985
- **Dermatologically tested for skin compatibility**
- Collaboration with **leading fragrance manufacturers**
- **High perfume oil content** with long-lasting scent far above the market average
- Customised **fragrance compositions with international celebrity appeal**

PERFUME OIL CONCENTRATION

PRODUCT	LR	CUSTOMARY IN THE MARKET
Eau de Parfum	15–23,5%	8,0–15,0%
Shower gel	2,5–4,0%	0,5–2,5%
Body Lotion	2,0–3,0%	0,2–2,0%

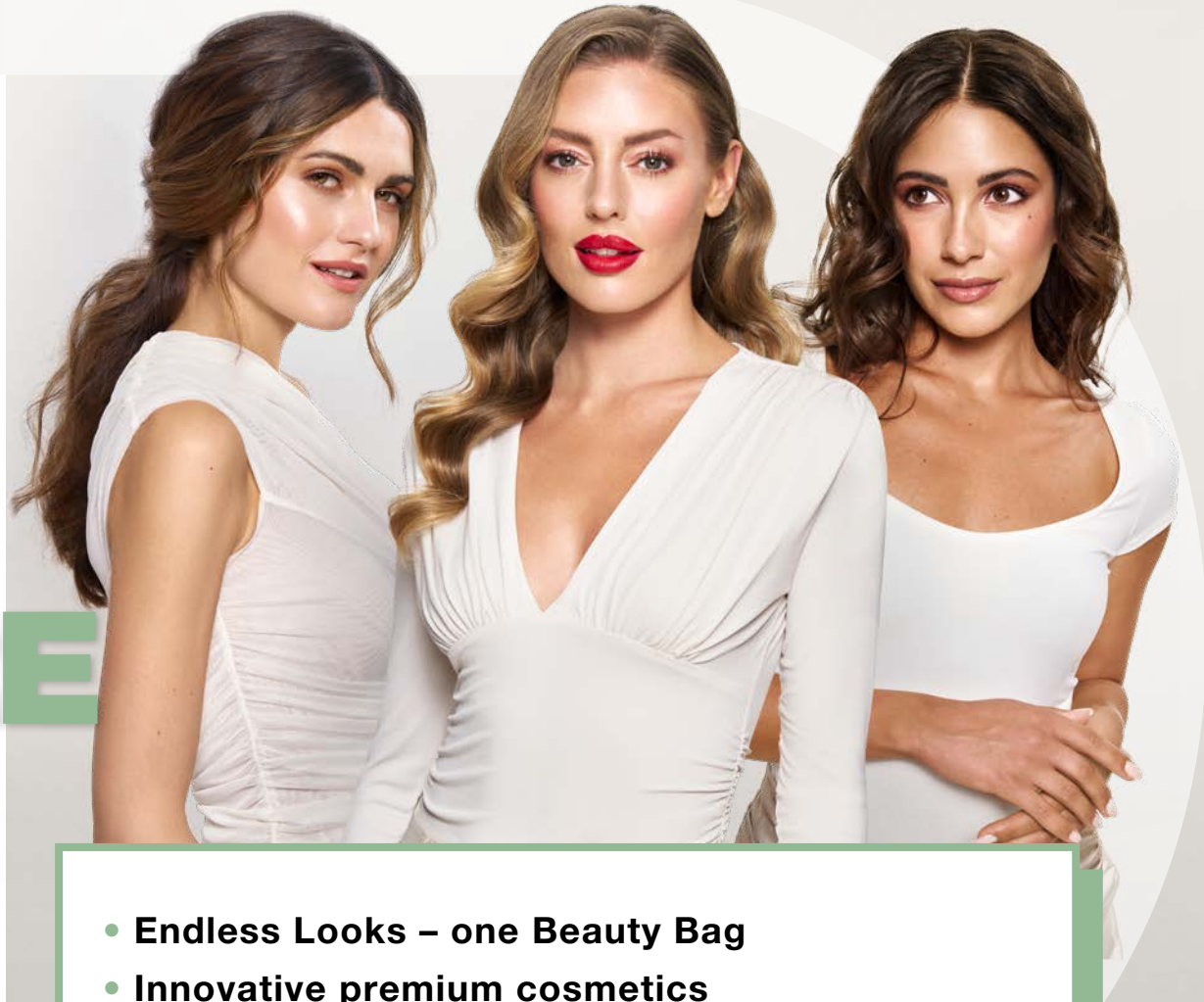
Our fragrances have been nominated several times for the Duftstars Awards (incl. Bruce Willis)



LR

ZEITGARD
Signature

ALL YOU
NEED IS
SIGNATURE



- **Endless Looks – one Beauty Bag**
- **Innovative premium cosmetics**
- Developed with **beauty experts**
- **Make-up with skincare power**
- The ultimate **make-up essentials**
- **Personalised beauty** at any age

EARN FOR EACH RECOMMENDATION



Purchase price	£30.00
Retail price	£49.99
Income	£19.99



Purchase price	£33.10
Retail price	£46.39
Income	£13.29



Purchase price	£403.30
Retail price	£564.70
Income	£161.40



Purchase price	£75.90
Retail price	£106.49
Income	£30.59

These are price examples. (As of July 2024)

EXAMPLE

ORDER OF A MONTH

Partner price	=	£ 500
Selling price to the end customer	=	£ 700
Sales earnings	=	£ 200
+ 9 % bonus on £ 500	=	£ 45
TOTAL EARNINGS:	=	£ 245

YOUR LR BONUS SCALE

12,000 PV	21 % Bonus
8,000 PV	16 % Bonus
4,000 PV	14 % Bonus
2,000 PV	11 % Bonus
1,000 PV	9 % Bonus
500 PV	6 % Bonus
250 PV	3 % Bonus

Simplified calculations in all examples 1 € = 2 PV

✱ REQUIREMENTS FOR ENTITLEMENT TO COMMISSION, PERSONAL SALES AND GROUP SALES:

In the respective billing month you need:

- On a scale of 3 % – 9 % (total sales up to 1,999 PV), either

(a) Sponsoring of new first lines with a cumulative 250 PV per month and a personal turnover of at least 100 PV per month ("personal PV"),

or

(b) 1,000 personal PV per month from "Top Seller" status.

You can become a "Top Seller" if you have achieved 1,000 personal PV per month¹ three times in a row. Your bonus from the first and second month is banked and paid out in full after the third month.

- From the 11 % scale (total turnover from 2,000 PV) at least 100 personal PV

¹ excl. of entry month

~ 40 %
END CUSTOMER
PURCHASE
COMMISSION

BECOME A FAN OF THE LR PRODUCTS

- No minimum sales
- No inventory management
- Two months return policy
- Personalised website & eShop

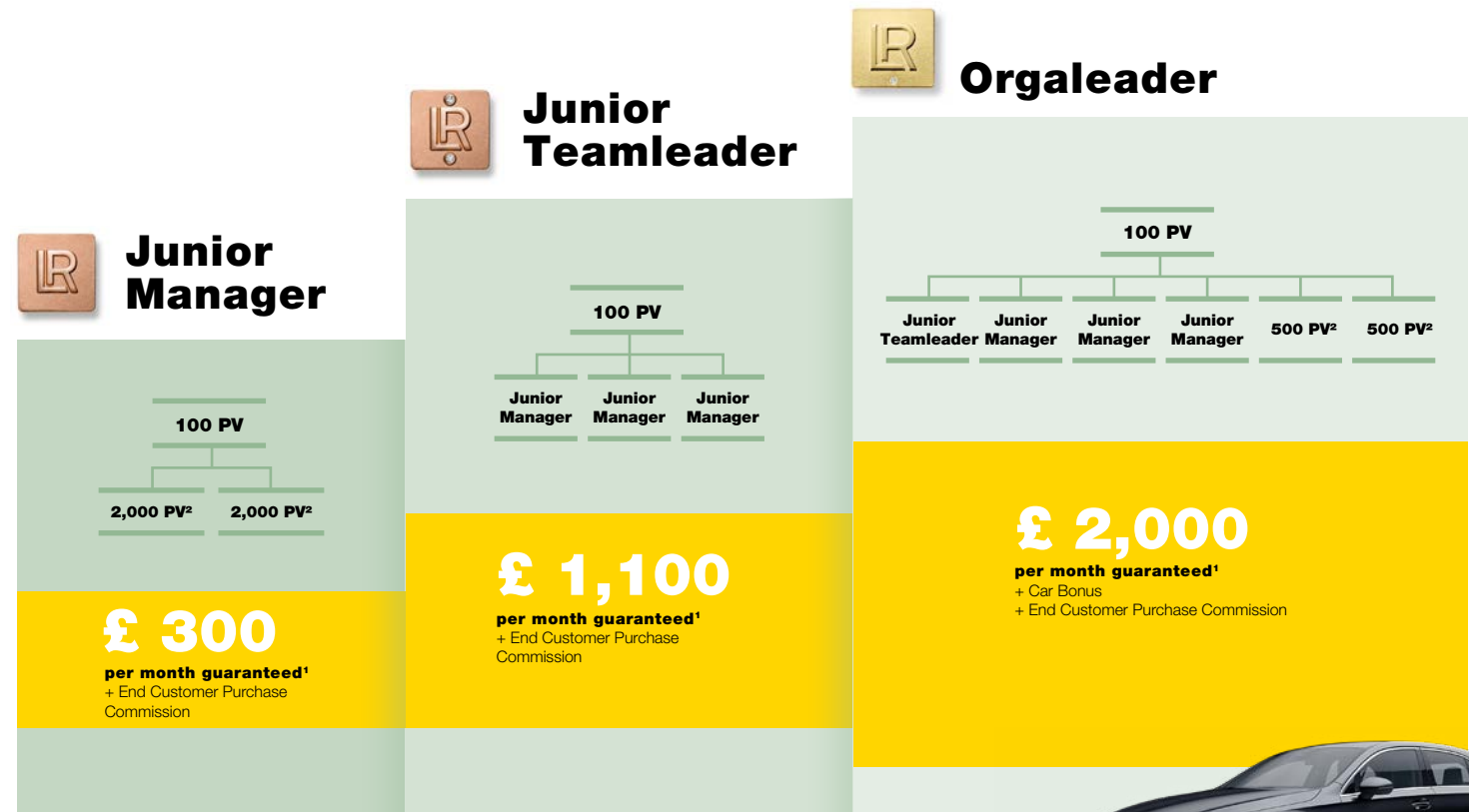


GETTING STARTED WITH THE FAST TRACK PROGRAMME

You have the unique opportunity to qualify for the Fast Track Programme during the first three full months (entry month + 3 full months) of your partnership with LR. This is the first elementary building block in your LR business.

With the Fast Track Programme you can earn up to **£24,000** guaranteed bonus in just 12 months.

Expand your team step by step and increase your **guaranteed minimum bonus** in the fastest possible time. ¹



¹Find everything you need to know about the Fast Track Bonus at my-lrworld.com ²Total sales





UP TO
£24,000
BONUS
+ END CUSTOMER
PURCHASE
COMMISSION
GUARANTEED

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**



IR

WELCOME

IR

AWARD
NIGHT
2024

IR

WELCOM





DIGITAL BUSINESS TOOLS

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



LRWORLD.COM

Personalised website & eShop



PRINT DOCUMENTS & DOWNLOAD AREA



LR WORLD.COM

Personalised website & eShop

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 35.000 LR CARS HAVE
BEEN HANDED OVER**

Lucrative business model

1.8 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 32 countries. Together we are LR.



Felix & Steffen Patzer

LR Partner since 2003 | Presidents

"With LR, you don't necessarily have to be the first, the fastest, the best, or the smartest, but simply the one who is ready to consistently pursue their goals, stay committed, and persevere! For that, we are incredibly grateful to LR!"



Anja Huth & Antje Götz

LR Partner since 2012 | Platinum 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."



Regina Büchele

LR Partner since 2020 | Platinum Orgaleader

"LR is the gold thread in the fabric of my life. Through LR I have discovered my true value not only professionally but also personally. Thank you, from the bottom of my heart."

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 | 1*-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."



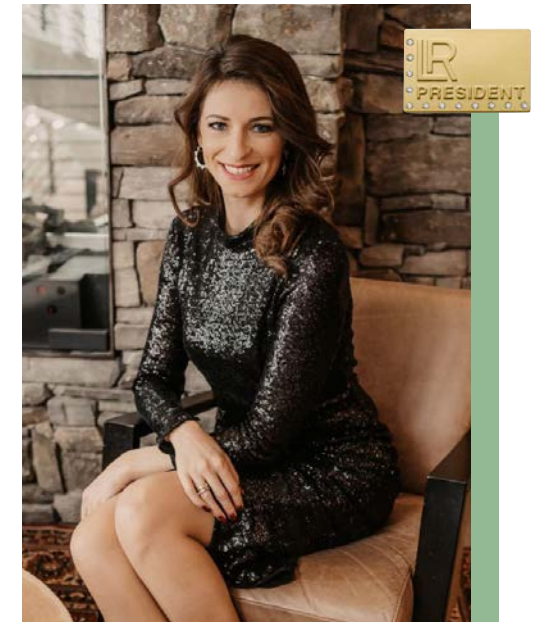
Nouredine Belarbi

LR Partner since 1991 | President
"I love LR , because I was already able to realise many dreams – personal freedom and financial independence – and there are no limits upwards."



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."



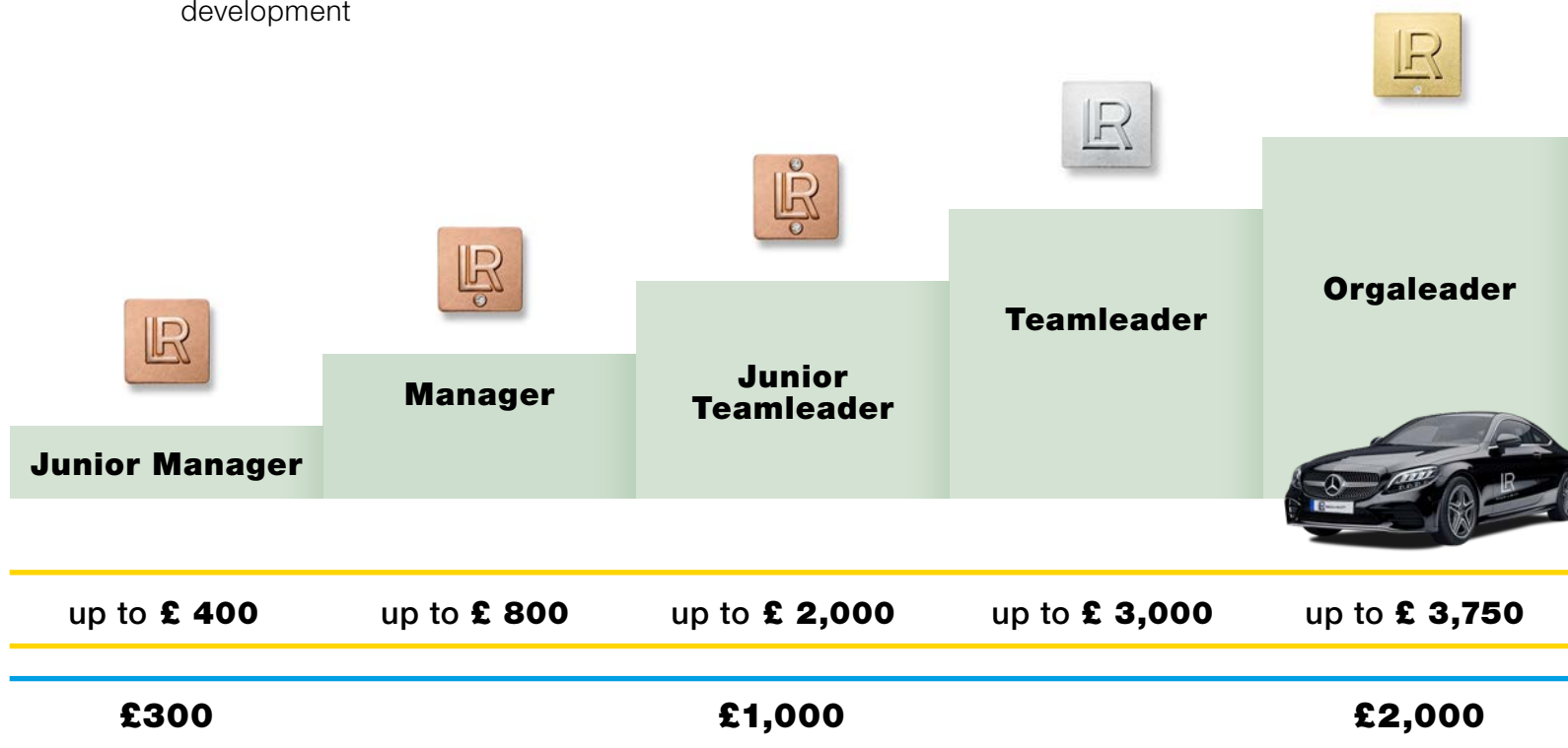
Julia Rau

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 RECOGNITION 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



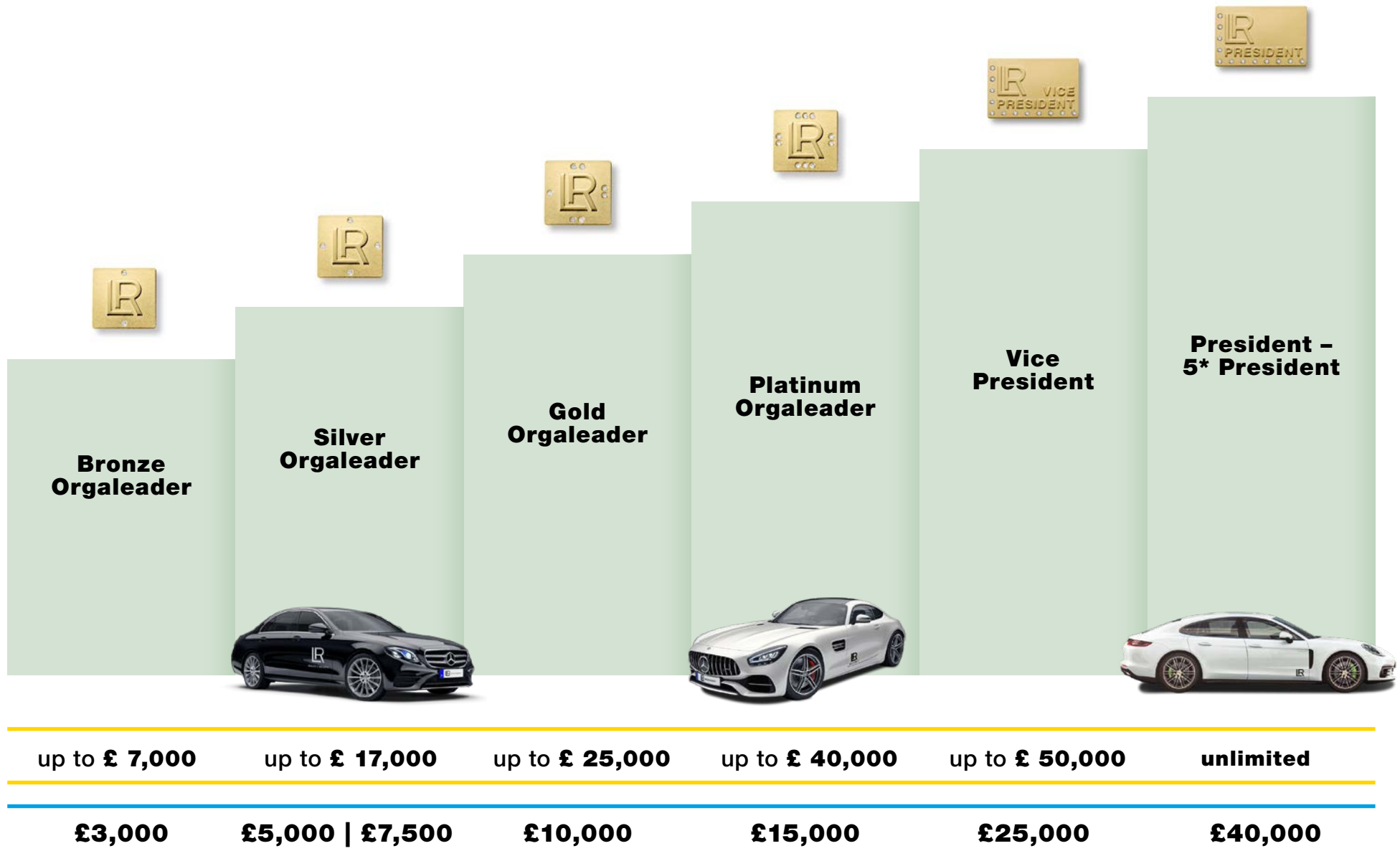
YOUR POSSIBLE MONTHLY INCOME¹ IN GBP

YOUR MONTHLY GUARANTEED INCOME IN GBP²

¹ The bonus is calculated on the basis of the LR Career Plan.

² All information on our Fast Track and Business Track programmes can be found at neo.lrworld.com.

UPGRADE YOUR LIFE®



WELCOME TO YOUR LR TEAM!

WE'RE ALWAYS
THERE FOR YOU
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