

Press Release

LR Health & Beauty best direct selling enterprise

The European Direct Selling Association Seldia honours LR with the Astra Award "Company of the Year" 2015

Ahlen, 8 October, 2015 – At the European Direct Selling Conference on 6 October 2015 in Brussels, this year's Astra Award "Company of the Year" was awarded to the Ahlen-based cosmetics enterprise LR Health & Beauty Systems GmbH. With this award, LR has been honoured by the European Direct Selling Associations as best direct selling enterprise. "LR is a company committed to a united direct selling industry in Europe and support the work of the direct selling associations", emphasised Jacques Cosnefroy, member of the board of Seldia. Every year, the Award of the European Direct Selling Association (Seldia) honours the most successful member enterprise. The positive development of the visibility in the direct sales segment and the enhancement of the socio-economic benefit of the company are two of the criteria for the awarding decision. Additionally, the advantages for the customers are also taken into account. "This award is a huge success for us. The recognition of our company and our work on a European level is a great honour for us", commented Dr. Thomas Stoffmehl, CEO and LR's management spokesman. Member enterprises of Seldia are committed to comply with high ethical standards and existing regulations in direct sales. About 80 percent of direct selling enterprises and direct selling associations in Europe are members of the association.

LR Health & Beauty

Under the motto "More quality for your life", the LR Group with headquarters in Ahlen/Westphalia produces and markets more than 600 health and beauty products in around 28 countries. The range includes care and decorative cosmetics, perfumes and dietary supplements. In the fragrance segment, the company, which was founded in 1985, has established exclusive cooperations with celebrities such as Bruce Willis, Karolina Kurkova and Guido Maria Kretschmer. With 1,100 employees as well as thousands of registered sales partners and customers, LR is one of Europe's leading direct sales enterprises. Since 2014, LR products can be ordered 24/7 from the company's customer online shop. LR's strong market position is based above all on a high-quality product range and an attractive bonus and training plan which is unsurpassed in the industry. In 2009, LR established the LR Global Kids Fund e.V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions.



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Further information

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