



HEALTH & BEAUTY

UPGRADE YOUR LIFE[®]

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 30 years**
- **1,200 staff members**
- Products **Made in Germany**
- Operating successfully in **28 countries**



WE OPERATE IN FUTURE MARKETS



BODY-CARE



BEAUTY



HEALTH & NUTRITION



CELEBRITIES AS BRAND
AMBASSADORS

EXCLUSIVE STAR FEELING



PERFUME OIL-CONCENTRATION

PRODUCT	LR	MARKET STANDARD
Eau de Parfum	12,0 - 25,0 %	8,0 - 15,0 %
Shower Gel	2,5 - 4,0 %	0,5 - 2,5 %
Body Lotion	2,0 - 3,0 %	0,2 - 2,0 %

- **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**

Our fragrances were
nominated
Duftstars Awards
(i.e. Bruce Willis)



1,5 MILLION

LR fragrances are sold
worldwide every year



RADIANT SKIN IN ONE MINUTE

SOFT CLEANSING WITH STRONG EFFECT



- Professional skin cleansing at home
- Instantly visible results
- Dermatologically proven effect*
- Antibacterial with microsilver technology
- Up to 10 times more efficient cleansing*



* Scientific study conducted by the renowned Institut Dermatest GmbH, 2015



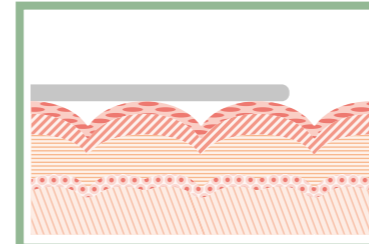
ZEITGARD
FOR TIMELESS BEAUTY

TOP SELLER

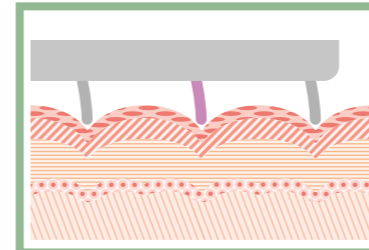
290.000

ZEITGARD 1 devices sold

Pad only cleanses superficially



ZEITGARD-brush cleanses deep down to the pores



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, 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 consider natural ingredients and scientifically proven effectiveness to be important *



*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**
- **Only supplier with the INSTITUT FRESENIUS quality seal**



No animal testing on cosmetic products and dietary supplement



Cultivation of aloe vera in the Mexican highlands without pesticides

LR/LIFETAKT

TOP SELLER
61 MILLION
bottles sold*



*since the product launch in year 2002

WE ARE ALOE VERA EXPERTS

QUALITY MADE IN GERMANY

QUALITY 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



EARN FOR EACH RECOMMENDATION



Purchase price	EUR 50,00
Retail price	EUR 69,99
income	EUR 19,99



Purchase price	EUR 28,60
Retail price	EUR 39,99
income	EUR 11,39



Purchase price	EUR 150,00
Retail price	EUR 209,99
income	EUR 59,99



ALOE VERA DRINKING GEL HONEY 3ER SET

Purchase price	EUR 65,40
Retail price	EUR 91,49
income	EUR 26,09

EXAMPLE

ORDER OF A MONTH

partner price (about 40% margin)	=	EUR 500
selling price to the end customer	=	EUR 700
Sales earnings	=	EUR 200
+ 9% bonus on EUR 500	=	EUR 45
TOTAL EARNINGS:	=	EUR 245

LR BONUSTABELLE

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

simplified calculation EUR 1 = 2 PV

~40% MARGIN

BECOME A FAN OF THE LR PRODUCTS

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

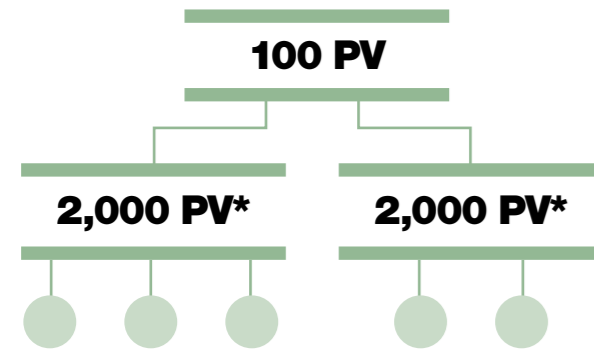


SUCCESS HAS NO NAME – GIVE IT YOURS

BECOME A JUNIOR MANAGER

EARN
**EUR 250/
MONTH**
AND GET YOUR LR
CAR WITH THE FAST
TRACK PROGRAM

HOW TO BECOME A JUNIOR MANAGER



EUR 250/ MONTH
+ EUR 55 car bonus

at least 100 PV of own 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

EUR 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

*if no Manager bonus is available

18,800
LR CARS HAVE
ALREADY BEEN
HANDED OVER

LR AUTOBONUS

Qualify once - order car immediately!

Confirm qualification and receive
additional car bonus!

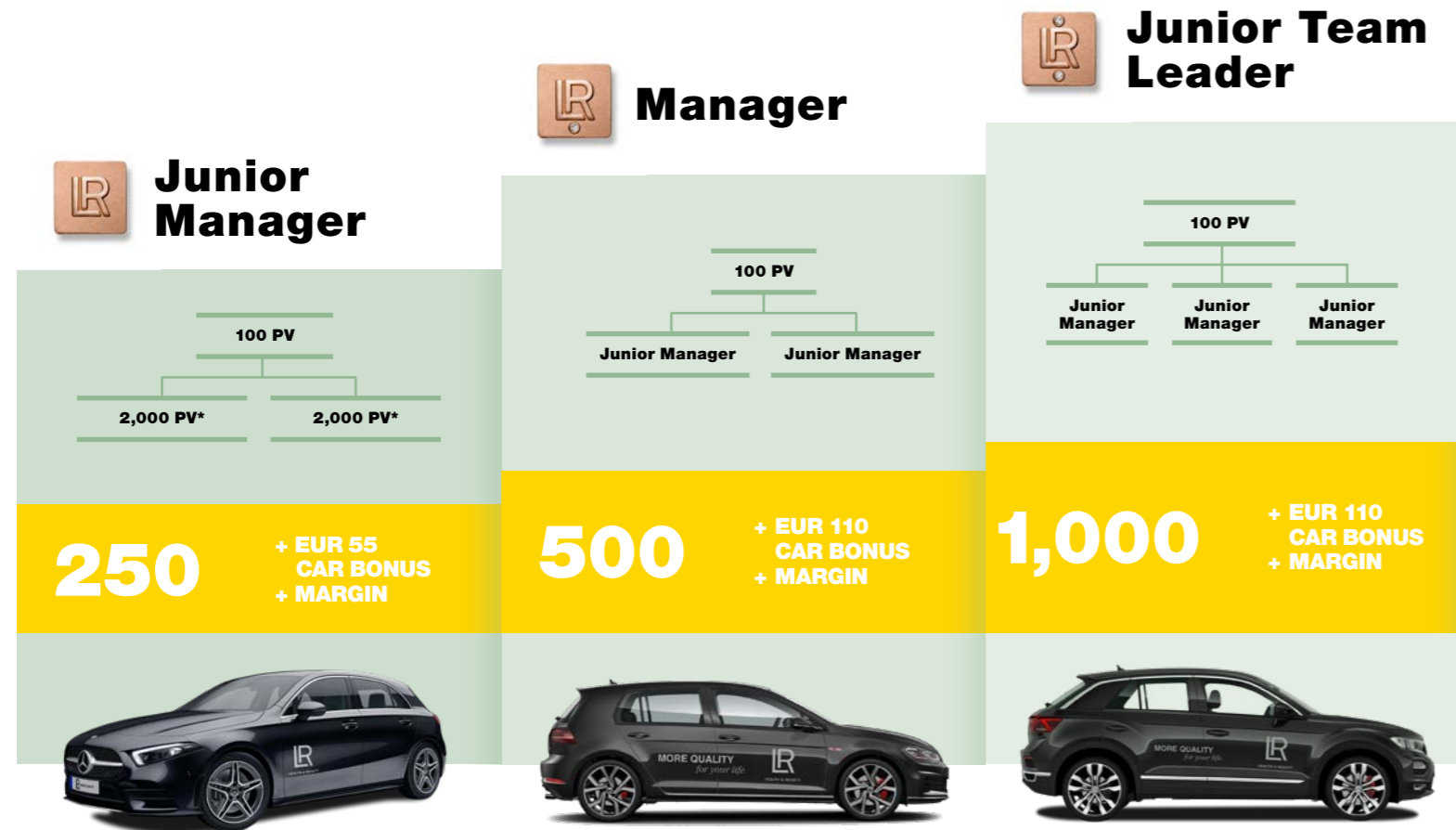
Junior Manager	EUR 55
Manager	EUR 110
Junior Team Leader	EUR 110*

- ✓ **EUR 0 deposit guaranteed**
- ✓ **Exclusive LR branding**
- ✓ **10.000 km/year included**
- ✓ **car freely configurable**



FAST TRACK BONUS GUARANTEED

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 EUR 12,000 in only 12 months.** Step by step you expand your team and increase your **guaranteed minimum bonus** in no time at all.**



UP TO
EUR 12,000
BONUS
+ CAR BONUS
+ MARGIN

FAST TRACK BONUS

* total sales

** Find all terms and conditions for the Fast Track Bonus at my-lrworld.com

EXPERIENCE YOUR DREAM TRIP WITH LR!



**NEW DESTINATIONS &
EXCITING ADVENTURES**



ENJOY INSPIRING EVENTS & PARTIES



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



WE HELP YOU TO BE SUCCESSFUL



PERSONAL COACHING

From your sponsor and your Team- and Orga Leader



TRAINING CONCEPT

including seminars,- webinars and the online academy



LR MyOffice

Digital business tool to support you with your daily business



LR WORLD.COM

Personalised website & eShop



PRINT DOCUMENTS & DOWNLOAD AREA



SALES AIDS

THE REASON WHY...



Reliable partner
MORE THAN 30 YEARS OF SUCCESS

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



*Except for articles from decorative cosmetics.



Unique car plan
MORE THAN 18,800 CARS HANDED OVER

... WE DESERVE YOUR TRUST

Lucrative revenue model
MORE THAN 1.5 BILLION EURO PAID



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. Find more success stories at lrworld.com/facesoflr/about.



Linda & Alex Kniasew
LR Partner since 2016 | Platinum Orga Leader
"Thanks to LR and today's possibilities, we enable our family the life we have always dreamed of."



Anne Reil-Pollak & Jens Pollak
LR Partner since 1994 | Platinum Orga Leader
LR Partner since 1994 | Platinum Orga Leader
"Thanks to LR, we have been able to work and live freely for so many years."



Magdalena Giddens
LR Partner since 2008 | Silver Orga Leader
"Thanks to LR I am now financially independent, living a healthy life and as a single mother I became a confident businesswoman."



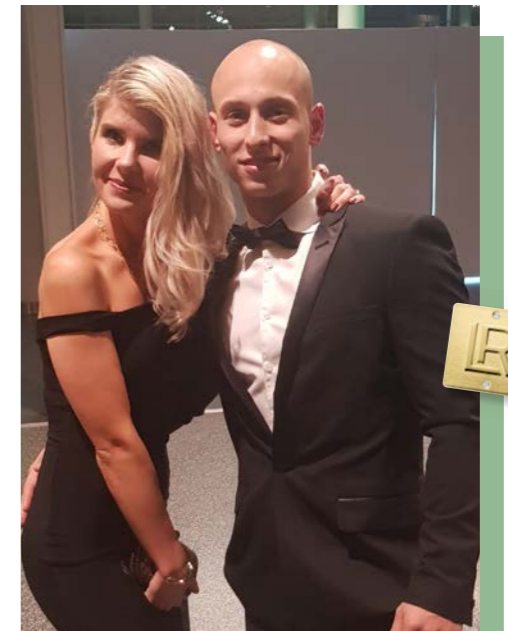
Kirsten Ehrenberg
LR Partner since 2007 | Gold Orga Leader
"Thanks to LR, I am now financially independent and live a self-determined life!"



Claudia & Norbert Müssig
LR Partner since 1990 | Gold Orga Leader
"Thank you, LR, for nearly 30 years of trustworthy, loyal collaboration."



Marvin Nolte
LR Partner since 2016 | Silver Orga Leader
"Thanks to LR, I can decide for myself how to spend my day and enjoy the luxury of spending a lot of time with my family."



Sarah Weiner
LR Partner since 2017 | Bronze Orga Leader
"Thanks to LR, I now finally have the opportunity to set my priorities as a mother and at the same time to do the most fantastic job in the world for me."

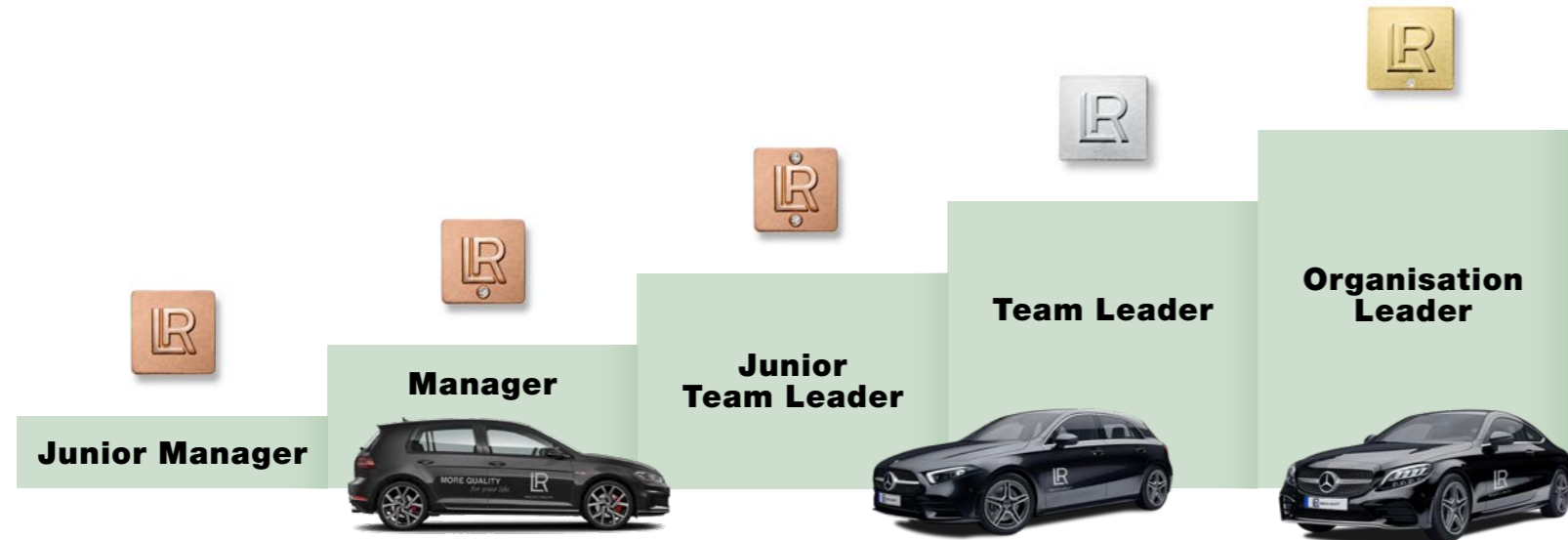


Petra und Frank Leuschner
LR Partner since 1997 | Platinum Orga Leader
"LR has been our reliable partner for more than 20 years for professional and financial success and more quality of life."

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

up to **EUR 400** up to **EUR 800** up to **EUR 2.000** up to **EUR 3.000** up to **EUR 3.750**

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

UPGRADE YOUR LIFE®



up to **EUR 7.000** up to **EUR 17.000** up to **EUR 25.000** up to **EUR 40.000** up to **EUR 50.000** **unlimited**

WELCOME TO YOUR LR TEAM!

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