

ISSUE 2020

THE BABOR MAGAZINE

ask *for* more

**CLEAN
BEAUTY**
A NEW
MEGATREND?

**EVERY DAY FOR
THE FUTURE**
A "GREEN"
COMPANY

PRECIOUS
THE NEW
AMPOULES
ARE BEAUTIFUL

STRONGER TOGETHER

#BABORTOGETHER

THE ICON

FOR YOUR MOST BEAUTIFUL SKIN.



With love

A masterpiece – dipped in gold for the first time: BABOR AMPOULE SERUM CONCENTRATES –The Gold Collection.

Exceptional skin feel. Exceptional results. Exceptional commitment. Take part in the initiative and join BABOR in supporting a scholarship program at beauty schools worldwide. Because empowered women empower women.

BABOR

ASK FOR *more.*

Dear READERS,

We feel like now is the time to fall madly in love again! In amazing styles.

In our most beautiful skin. In ourselves. In our world. There are so many great reasons to fall in love.

First and foremost – our passion project: We have launched a scholarship program, together with a leading international organization for professional cosmetics education. We want to reach out to young skin care experts and work with them to help them realize their professional dreams.

Because we believe that together – we’re stronger. Because professional cosmetics is an industry in which women achieve amazing results. Because although our lives are in our own hands, we don’t walk through life alone. For this reason, we’re starting at a school in South Africa and we’re already in love with the project.

“In love with the skin I’m in” is the title of a feature story in this issue, and that’s exactly what you are when you use BABOR products. We develop these products tailored to your individual skincare needs. That’s why



every BABOR experience begins with a skin analysis that reveals what your skin really needs to be radiantly beautiful. Your skin will show it: beautiful enough to fall in love with.

Our world is beautiful enough to fall in love with, too. To keep it that way, BABOR’s production is entirely carbon neutral. Did you know that? At BABOR, we’ve been going green for a long time. That’s part of our sus-

tainability philosophy and we’re going to continue to set our sights high. Not because it’s trendy right now but because we believe it’s the right thing to do.

Oh, and have you fallen in love with our ampoules yet? Now, these little masterpieces of skin care really are often “worth their weight in gold”. That’s why now that we’ve wrapped them in precious metal. True gems that leave your skin feeling beautiful, like never before.

You can read these and many other wonderful stories in this issue. We hope you enjoy the new BABOR Magazine.

Isabel Bonacker

ISABEL BONACKER
Deputy Chairman of the Board of Directors

Dr. Martin Grablowitz

DR. MARTIN GRABLOWITZ
Chairman of the Board of Directors

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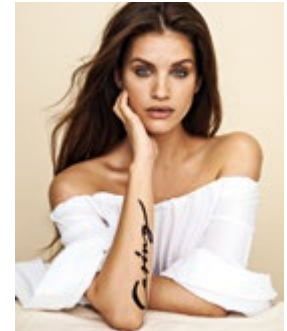
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ULTRALIGHT WITH CASHMERE

intimissimi

Powerful images for powerful women: As part of the #baborexperience during our first international event, sixteen international influencers chose the word that best describes them. Star and Instagram photographer Lina Tesch captured the ladies on film for BAVOR and transformed them into a work of art in their own right.

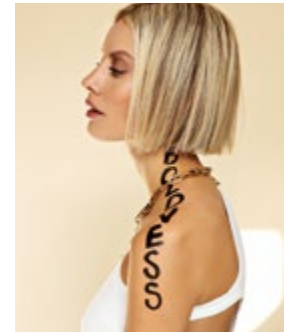
INSIDE THE COVER



FACT 1 With calligraphic finesse, artist **INA CIERNIAK** used black ink on bare skin to express the statements.



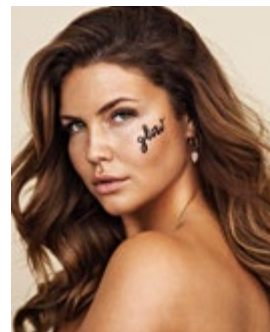
FACT 3 Hatice Schmidt chose the word "HONESTY" for her index finger. "Stand by your opinion, approach other people with honesty and sincerity. You'll see, it's worth it. And most importantly: Be honest with yourselves, and all doors will be open to you! Everyone needs to look after themselves," she posted with her beautiful photo.



FACT 4 These beauties were there: Aleksandra Kirienko, Ann-Kathrin Götze, Dwi Jajanti, Farah Nabila, Farina Yari, Hatice Schmidt, Hui Chen, Jamie Mansfield, Justyna Niedzwiedz-Dudzic, Karin Dragos, Katarzyna Sadowska, Lisa Hahnbueck, Mandy Bork, Paola Novelli. On the cover: **FARAH NABILAH**



FACT 2 INFLUENCERS from Germany, Malaysia, China, Indonesia, Hungary, Poland, the Netherlands, the US, and Russia immersed themselves in the world of BAVOR.



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Beauty **MUST-HAVES**
that create
dazzling looks

Research
Background
Trends

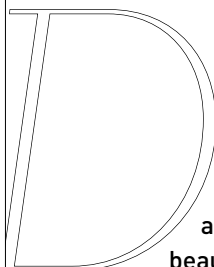
Beauty

morebeauty

CLEAN BEAUTY



Clean beauty is a hot topic right now. Dr. Andrea Weber, head of the Science Consultation & Innovation division at BABOR, reveals the facts behind the catchphrase.



r. Weber, exactly what is “clean” about the new clean beauty products?

(smiles): To be honest, clean isn't anything new. Not for BABOR, anyway. As a German company, we are committed to outstanding quality, sustainable development, and the conscientious use of our resources. What is new, however, is that the market is experiencing some uncertainty.

Where is this uncertainty coming from?

Anyone purchasing cosmetics today wants to buy consciously and be well informed. Initially, this can be done on the Internet – and then it quickly starts to become complicated. Europe is already well advanced when it comes to “clean beauty.” The European Cosmetics Directive (EU 1223/2009) regulates the use of major cosmetic ingredients such as UV filters, preservatives, and colorants. And the list of banned substances (Annex II) currently includes more than 1,300 substances. In the US, for instance, there is no official list. There the focus is on regulation through the market by monitoring finished products. That cannot be easily understood with a quick google search and is precisely what creates the uncertainty.

So, what does “clean beauty” really signify?

Clean beauty is about pure, “honest” products. It's about safety – for the user and for the environment. It's about real efficacy and transparency in the ingredients and the manufacturing processes. At BABOR, you can always drop by, as it were, and form your own impression of our processes. We do everything at our headquarters in Aachen.

Is clean beauty the same as natural cosmetics?

No, it isn't. But the terms clean, nature, and vegan are often conflated, which makes them seem somehow synonymous to the consumer. For BABOR, clean beauty means maximum performance and maximum reliability. With the products I develop, I want to give people that good feeling of having chosen the “right” jar. And yes, that is, if you will, clean.



PHYTO CBD SERUM and CREAM soften the skin with a hemp extract.



CLEAN POWER

Clean performance for a dewy complexion

There are people whose idea of a perfect weekend revolved around brunch, shopping and parties but that was before they started walking through a grove at dawn. Shinrin-yoku – forest bathing – is what Japanese people call this trend. Scientists at the University of Tokyo have shown that even a half-hour walk in the woods works like oxygen therapy and improves blood flow. Trees emit messenger substances that have a positive effect on our immune system. That does not mean we have to move into a tree house right away. Are we not all drawn to return to purity and clarity – simply less? Does that also include skincare?

CLEANFORMANCE

DOCTOR BABOR CLEANFORMANCE is a clean affair: Pre- and probiotics that bring out natural, healthy skin, ensures magically beautiful skin and extraordinary beauty performance. They strengthen the skin barrier and form a small protective shield against environmental stressors. Red maple bark extract from Quebec protects the skin through its antioxidant, highly regenerative properties and leads to more elasticity and resilience. It is the first completely sustainable and clinically tested cosmetic ingredient derived from recycled red maple tree bark.

What is not in it? Animal ingredients, gluten, lactose, silicones, parabens, mineral oils, microplastics and synthetic fragrances. All packaging materials are made out of glass or recycled plastic. The folding boxes are made of 95% recycled material and since BABOR production is CO2 neutral anyway, the environment is especially pleased with DOCTOR BABOR CLEANFORMANCE. Suddenly we feel like strolling through the forest for half an hour, right?



Give moisture and glow with pre-and probiotics: **MOISTURE GLOW CREAM** and **SERUM**.

THERE CANNOT BE A FOREST ... WITHOUT THE TREES...



Over the course of its life, a single tree neutralizes over 1,000 kg of CO2. For the first few sold DOCTOR BABOR CLEANFORMANCE products, BABOR will plant a tree near the company headquarters.

THE CLEANFORMANCE LOOK



A „DEWY“ complexion is one that glows as softly as if it were covered with morning dew.



oui

www.oui.com



YOU ARE WHAT YOU EAT!

BABOR has the
inside scoop on
inner beauty, too
– thanks to our
collaboration
with Biogena.



Based in Austria, Biogena develops, produces and distributes premium quality nutritional supplements according to the pure substance's principle.

This ensures that the capsules only contain the actual active ingredients – without additives like flavors or colorings. "Biogena and BABOR are the perfect match. As a leading brand in professional cosmetics, we know where our strengths lie: in precisely formulated high-performance personal

care products from our own laboratories and top quality made in Germany," says Michael Schummert, CEO of BABOR. "But we also know where our limits lie and that's exactly where Biogena comes in: with health."

Beautiful skin needs a healthy body to nourish it. Our modern, often unhealthy lifestyle comes at a price. Sooner or later, our skin begins to reflect this. The targeted intake of micronutrients can help remedy this deficiency.

After all, great skin starts from within! Our product partner for Biogena is the DOCTOR BABOR cosmeceutical line. The precisely formulated specialized personal care products are designed for specific beauty challenges and the most discerning consumers.

Biogena now offers added support from the inside for the remarkable effectiveness of these "specialists in a cream jar", with the combined launch of a line of six supplements by BABOR and Biogena.

The ideal complement to the outstanding DOCTOR BABOR skin care range.

Great **SKIN**
starts from
WITHIN ...



... says **JULIA GANGLBAUER**. She is the managing director of Biogena and an enthusiastic ambassador for the brand.

What does Biogena stand for?

Premium micronutrients for enhanced well-being and quality of life. Every day, Biogena pursues its vision with passion and commitment: greater health for all people around the world. Biogena plays an active role here with its scientific formats, diagnostic checks, and occupational health management – all coupled with a fundamentally ecological approach and uncompromising quality standards.

What sets Biogena products apart from other nutritional supplements?

Biogena boasts the largest team of researchers in the industry and we develop our products according to the pure substance principle: These products are guaranteed to be free of artificial colorings, flavor enhancers, coating agents, and release agents. Biogena cooperates with over 9,000 partner doctors and therapists, raw material manufacturers, diagnostic experts, and universities to create sound and highly effective products based on state-of-the-art scientific knowledge.

Biogena is a young company that has taken a fast-paced course...

Biogena is an Austrian family-owned company and 100% owner-managed. The owner's momentum is anchored in the company's DNA. Right from the outset, our staff, whom we call Biogenas, have been the determining factor for the company's success. Each individual plays a decisive role, and we work as a team to shape the challenge of the future: health.

What is your personal favorite Biogena product?

fit@work® Premium Gold. My companion for boosting efficiency and resilience from within. It supports me in periods of heightened stress and helps me navigate my (professional) everyday life with a sense of ease.





Sustaina|bilit|y

*Noun,
uncountable, all
the rage.
Long
overdue.*

Yesterday's ridiculed tree-huggers have become today's heroes. Fortunately, sustainability is all the rage right now. Because nowadays, we desperately need heroes. For a better, greener future.

BABOR is and has been a home to these heroes. For quite some time, as a matter of fact. Because responsibility for customers, employees and the environment are a fundamental cornerstone of this family-owned company's identity.

Protecting the environment has long been part of BABOR's sustainability philosophy. As part of a Green Agenda 2025, an interdisciplinary sustainability team is continuously scrutinizing processes and developing solutions for even more sustainable processes – from raw material sourcing to the finished product. Together with management, the team has just set themselves the goal of reducing plastic use by 30% between now and 2023.

BABOR'S PRODUCTS ARE MADE EXCLUSIVELY IN GERMANY. THAT'S GOOD FOR PRODUCT QUALITY AND FOR THE ENVIRONMENT.

BABOR's production is already CO₂ neutral today. Certified suppliers make sure that only the best "green" raw materials are used, and the water used in the production process is purified in a state-of-the-art microfiltration plant. This means that after filtration, it has drinking water quality and can be reused – for instance, as cooling water. In the office buildings, BABOR uses sustainability technology and is slashing energy consumption by 45% in their newly built headquarters.

Our creams are delivered by a "green" mail carrier: Thanks to a partnership with DHL, all deliveries are CO₂ neutral. And when the BABOR team travels, the company offsets the CO₂ footprint of the flights with atmosfair. The corporate carbon footprint has been zero since 2020 – which means the company has achieved carbon neutrality.

The next goal is to accomplish carbon neutrality throughout the entire supply chain by 2025. BABOR aims to work only with suppliers who follow this example and offset their emissions. We think that's pretty heroic.

BABOR *Sus/tain/a/bili/ty*-Facts



A gas-powered cogeneration plant, special cooling ceilings, and a heat exchanger **SAVE 45% ENERGY** at the company headquarters. **GEOTHERMAL ENERGY:** 36 pipes go 100 meters deep into the earth, and make **GEOTHERMAL ENERGY** usable.

GREEN VISION

When BABOR builds our new production facility it will be "green"

The goal:
30 %
less
plastic by
2023

100 % CO₂-neutral production
thanks to green electricity and
photovoltaics.



Sustainable training: **BABOR PLANTS A TREE** for every esthetician who attends a BABOR seminar. Managing Director Michael Schummert planted the first one himself, right in front of the main building.

100 %
CLIMATE-NEUTRAL
SHIPPING



If you want to know more about BABOR's **SUSTAINABILITY INITIATIVE**, you can find all the details in the BABOR Declaration of Compliance in the **GERMAN SUSTAINABILITY CODE**.



3 THINGS, **THAT ANYONE** **CAN DO**

1. Drink different

Invest in pretty coffee-to-go cups and reuse them.

2. Eat green

Rethink your meat consumption.

3. Travel smart

Book your holiday at bookdifferent.com
There you'll find certified sustainable accommodations.

WHAT A PEEELING!

That's something
only experts
can do!

The TheraPRO peels from the DOCTOR BABOR PRO line are a real beauty turbo. They unveil a fresh complexion and visibly refined skin. BABOR created these special care products together with the masters of their trade, the best estheticians in the world. We love this line!

And now there's a specialized set for after-treatment care at home. It contains everything your skin craves after the fruit acid treatment. The DOCTOR BABOR PRO POST AHA PEEL SOLUTION set provides concentrate, cream, sun protection, and an AHA peeling.



Packed with professional power.
Highly concentrated. That's exactly what the new
DOCTOR BABOR PRO CONCENTRATES are.

BEAUTY BOOT CAMP

N

ow let's get down to business: Pull your hair back. Take off your make-up. Grab a pipette. The beauty workout can begin – drop by drop. The DOCTOR BABOR PRO CONCENTRATES contains powerful individual active ingredients. Each one triggers specific mechanisms in the skin.

Skincare simply doesn't get more personalized than this. Skillfully combined, these concentrates are a targeted skincare interval training that keeps your skin fit and healthy.

That sounds clever, doesn't it? After all, it was developed by experts for experts. Together with the top experts in their field, the best estheticians in the world, BABOR researchers have developed DOCTOR BABOR PRO as a special skincare line that impresses even the most discerning customers at the spa thanks to the instant, visible results.

Since DOCTOR BABOR PRO was developed to be in the hands of the professionals, this line is only available at exceptional authorized spas.

TWO NEW PRO TEAM MEMBERS

1

ATP – ADENOSINE TRI-PHOSPHAT CONCENTRATE
- activates cell energy and boosts the formation of collagen and elastin to make your skin appear rosier and firmer.



SCIENTIFIC FACT

ATP IS THE CELL'S ENERGY SUPPLIER. THE MORE ATP A CELL CONTAINS, THE BETTER IT PERFORMS.

2

PEP – PEPTIDES CONCENTRATE
- contains a signal peptide that can suppress muscle contractions. This means it has an instant Botox-like, anti-wrinkle effect.



Both concentrates are **free of synthetic fragrances and colorants**. Apply morning and night. You just completed your beauty boot camp.

A TIP FROM THE PROS

Only a professional treatment at the spa will achieve an **even more powerful result**. There you can also find the new **DOCTOR BABOR PRO A RETINOL EYE CREAM**. It's the perfect way to round out your skincare beauty workout, giving your skin greater elasticity and a smoother complexion, even on the delicate eye area.





morebeauty

BABOR

BABOR

BABOR

Diamonds may be a girl's best friend,
but these skincare gems are what
strong women prefer.

BABOR



For all those who like their fingers and wrists to be elegant: rings and bracelets from the **TIFFANY T** Collection.

through jewelry, we strive to enhance that which is especially precious to us. For the skincare experts at BABOR, that's our skin. That's why they've dipped our beauty icon, the ampoule, in precious metals.

WE LOVE PRECIOUS METALS

Gold, rose gold, platinum – three precious metals, three different ampoules. This sophisticated collection not only looks gorgeous - it's also cleverly conceived.

Step 1: The **rose gold ampoule** charges the cells' energy level overnight.

Step 2: The **golden ampoule** smooths the skin from the inside out. It boosts collagen and increases elasticity.

Step 3: The **platinum ampoule** has an instant lifting effect, providing radiance and strengthening the skin's structure.

Brilliantly beautiful, don't you agree?

SHORT CUTS Beauty

BRIEFLY: TRENDS
AND MORE

3 sun protection myths

Skin care professional Elena Helfenbein reveals what's behind them

1. IF I APPLY MORE SUNSCREEN, IT PROLONGS THE EFFECTIVENESS! WRONG!

Re-applying the lotion will unfortunately not prolong your protection but can only maintain it – for instance after swimming.

2. SUNBLOCK WORKS RIGHT AWAY! RIGHT!

The UV filter ingredients in sun cream protect the skin immediately after application. They absorb, scatter, or reflect the UV light. But: To avoid being exposed to the sun without protection, it is important to apply sunscreen before going outside.

3. YOUR SKIN NEVER FORGETS! RIGHT!

Our skin has good memory. It never forgets a sunburn and every single one increases the risk of premature skin aging and skin cancer. The tricky part: Much of this damage takes years to become visible.



The **SKINFUSOR** combines four professional techniques in one device. Fusion technologies that build on each other make this possible. They cleanse, refine, hydrate, and the pulsating massage gives your skin a real power workout. The highlight: After this high-performance treatment, your skin doesn't need any time to regenerate! It's ready to face the world straightaway and make a grand red-carpet appearance.

UPGRADE

UPGRADE: THE ULTRA-EFFECTIVE **DOCTOR BABOR LIFTING CELLULAR INSTANT LIFT EFFECT CREAM** IS THE TOP COSMETIC TREATMENT. THE LFT-SMOOTH COMPLEX WITH INSTANT LIFT EFFECT WORKS IN THE SHORT, MEDIUM AND LONG TERM, LEAVING SKIN FIRM AND BEAUTIFUL.



More than a creamy parasol: DOCTOR BABOR PROTECT CELLULAR offers comprehensive protection from light-induced skin damage. After all, the right skin protection provides beauty that is more than skin deep.

WE LOVE

The MILANO beauty bag by Manouc is handmade and customizable.



PAGE 24

Looking good on the runway –
and in Frankfurt, Amsterdam,
or Stockholm: cool styles by
designers like SET

Fashion
Viewpoints
Accessories

Style



STYLE

Three captivating cities. Three mega cool stores. Loads of travel tips. Start packing your bags. But what should you bring?

We couldn't help but wonder... what kind of style fits each city best?

AND THE
WINNING
CITY





Admittedly, until now whenever people thought of **FRANKFURT**, it was banking – not beauty – that came to mind. Time to think again! **BABOR** invites you to a brand-new beauty experience spread over 250 square meters. The brand-new **STORE** will whet your appetite for the most luxurious skincare sensations. Store manager **SUSANNE WOLF** reveals more about this new women's beauty destination and you can go there too!

FRANKFURT



Casual through the urban jungle: leather jacket by **RIANI**



style

eat



The most beautiful and mouth-watering tartlets and macaroons in Frankfurt: **L'ART SUCRÉ** on Fressgasse. Brilliant works of art and patisserie.

shop

GOETHE-STRASSE!!

All the designers from one end to the other.



see

The snow globe in the Historisches Museum, the **STÄDEL MUSEUM** followed by a visit to **HOLBEIN'S** Restaurant and Frankfurt's **NEW OLD TOWN** are absolute must-sees!



*Effortlessly elegant: razor-sharp tailoring and cool understatement make **ARMARGENTUM** a luxuriously casual companion*



*Everything fits in for the business trip: Lite-Box Alu Copper Spinner from **SAMSONITE***

*Almost full transparency: Pumps from **RIANI***





Small but impressive. Barely one-tenth of London's population, but equally worth seeing, **AMSTERDAM** is creative, cosmopolitan and enchantingly romantic. **SANDER KOK** manages the **FLAGSHIP STORE** in Amsterdam and reveals his favorite hotspots.



AMSTERDAM



style



Oui is what we say to these casual pants. From OUI

These boots are made for walkin'! A.S. 98 combines sportswear with urban elements

ASK FOR MORE



Wild & colorful – dress from ANNI CARLSSON



Wild & colorful part two – A bag from ANNI CARLSSON



Berlin elegance is also doing well in Amsterdam. Shirt from MAISONNOÉE

eat



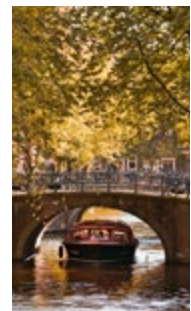
BAR CLAES in Park Centraal. A cool fireplace, an even cooler pool table, and yes, the food is tasty too. The bar serves delicious drinks and offers new interpretations of classic dishes. Stadhouderskade 25.

shop

Style meets beauty. Dutch fashion brand **The LAUNDRY INDUSTRY** and German skincare label **BABOR** are teaming up to create a spectacular shopping experience: Both are located in the **CONCEPT STORE** at the Sint Luciënsteeg.

see

Simply Amsterdam! A **CANAL CRUISE** or a stroll through the streets and alleys lets you soak up this city's unique flair.





Everything is under control. Bag by ACNE STUDIOS

Black is beautiful: dress from ACNE STUDIOS



Relaxed silhouette: Look from TIGER OF SWEDEN

eat



Fresh, healthy and fast. Order by app and pick up your order in just a few minutes. **TAVERNA BRILLO**. Humlegårdsgatan 19.

style

From the neighborhood. The label BAUM UND PFERDGARTEN comes from Denmark.



Stay grounded: Boston Suede Flat from MOS MOSH



shop



Nordic style can be colorful too. For instance, at designer Malin Andrén's flagship store. **BY MALINA** Flagship Store Humlegårdsgatan 14.

see

HISTORISKA.SE – one of the largest and most multifaceted museums in Sweden, including the brand-new Viking exhibition.



STOCKHOLM



A breeze of creativity blows through the city, and not just because it is situated right by the sea. Sweden seems to have an inexhaustible pool of people who not only have a keen eye for beauty, but also for translating that beauty into objects, bringing it into stores and ultimately into people's homes. Unfailingly puristic and clean. **MALIN BARDELL** manages the **BABOR STORE** in Stockholm and shares what she finds especially appealing about Stockholm.



HOT *Stuff*

For men who want to do more than just barbecue.
Like, look stylishly and well-groomed, for instance.

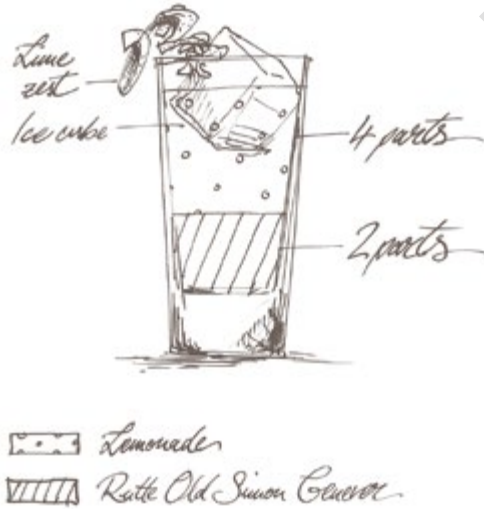


WATCH OUT

The TOP GUN chronograph from IWC was named after the US Navy's elite pilot training program and is designed to exceed the highest demands. Made from robust materials like ceramic, titanium, and Ceratanium, if they're good enough for Tom Cruise, they'll look great on you.

STAND UP

The A.S.98 collection takes extraordinary styles on an urban adventure.



*"The well-groomed man: Men invest an average of **7 minutes** a day in facial care."*

STUDIE VAN MEDIA MARKET INSIGHTS ON BEHALF OF BURDA



SIT DOWN

The Apartment side table by AESTHEK came into being during an experiment with a circle cutter. It works great as a bedside table, next to the sofa or armchair, and in the BABOR store in Frankfurt.

THE MOTHER OF GIN



Even if you're not in the Netherlands, **GENEVER** is worth rediscovering. It is, after all, a forerunner of the much-acclaimed gin. Served as Dutch lemonade, it makes for a very stylish drink.

DUTCH LEMONADE

To fine-tune your Dutch Lemonade, add 20 ml of sugar syrup and 3 splashes of bitter orange to Genever, lemon juice, and soda.

ULTIMATE ECM REPAIR SERUM

With 5 percent BIOGEN PLANT extract, the **DOCTOR BABOR REPAIR CELLULAR ULTIMATE ECM REPAIR SERUM** promotes regeneration and rejuvenation. The insiders' tip for calming and soothing just-shaved skin.



ANTICIPATION

An upgrade of the **BABOR Men** line will be launched in late summer. **Straightforward. Strong. Designed especially for men's skin. Because yes, it's different.**

SHORT CUTS

Style

BRIEFLY: TRENDS AND MORE



Leo is back

Leopard prints make every outfit just a little dangerous - in the best sense of the word. For skirts, blouses or - for the daring - dresses with an all-over print.

Dress: BAUM UND PFERDGARTEN

Skirt: LOOKABE

Blouse: STEFFEN SCHRAUT



Save the Wild

Magnificent creatures Since 1837, the master craftsmen of TIFFANY & CO. have been inspired by the beauty of nature. The jewelry label is now dedicating an entire collection to this creative influence, and that's not all: 100% of the profits from the Save the Wild collection are used to support the Wildlife Conservation Network.



Wild about beautiful skin?

The **SPECIAL EDITION** of our iconic BABOR AMPOULE SERUM CONCENTRATES are packed with active ingredients that unleash your beauty powers. Six treatments are tailored to suit different skin requirements and wrapped in a cool leopard design. For jungle queens? Maybe. But certainly, for anyone who wants to conquer the urban jungle.



ILLUSTRATION: DANIEL EGNÉUS/WWW.2AGENTEN.COM

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Interior design meets
location: the most beautiful
SPA DESTINATIONS

People
Travel
Life

Life

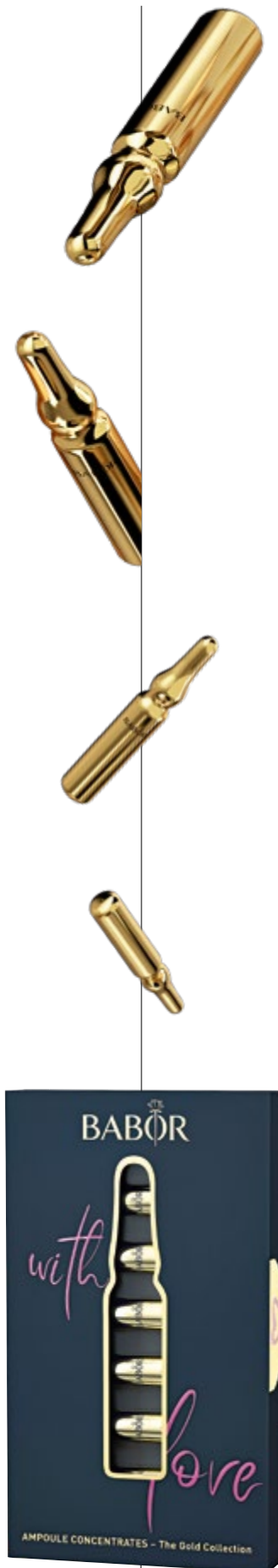


#BABOR TOGETHER

Empowerment has a history at BABOR
written. A very personal one that
has shaped corporate philosophy.

She probably didn't even know she was a role model. For her niece, Isabel, and for many others. **JUTTA KLEINE-TEBBE** just did it – she was a successful businesswoman, had a family AND a job. She knew it wasn't just a matter of course. Not 50 years ago and not today either. She never viewed the company as something that competed with her family. BABOR was always like another child for her. This is the kind of empowerment that comes from the heart.

Jutta Kleine-Tebbe was at the helm of the BABOR company for many years. She has since passed the reins to her son and niece. Her niece, **ISABEL BONACKER**, is now a passionate ambassador for BABOR's empowerment projects. "BABOR is a company that is driven by strong women and one that is committed to empowering women," she likes to say. "Since the beginning of the company's history, BABOR has focused on women who run small and medium-sized businesses: estheticians." To this day, sales through spas make up the main distribution channel – a philosophy that has made BABOR



the largest family-run luxury cosmetics company in Germany. Now BABOR is combining its love of professional cosmetics with its love of strong women. Through sales of the **GOLD COLLECTION**, BABOR is supporting women who have just set out to make their dreams come true – young estheticians.

Together with CIDESCO, the leading international organization for professional cosmetics education, BABOR has launched a scholarship program. The objective is to give young women the opportunity to develop their full potential.

That's exactly why BABOR supports the two-year course for the CIDESCO Beauty Therapy Diploma. Beginning with a CIDESCO school in South Africa. Cooperation projects with other schools are already waiting in the wings. "At BABOR, we believe that women are at their strongest when we tackle things together and take responsibility for our lives," says Isabel Bonacker. "That's what our **#babortogether** program is all about."

...WITH LOVE

Anyone who buys the Gold Collection with seven golden ampoules supports a **SCHOLARSHIP** for a Cosmetics school in South Africa.

Beautiful. Strong. Confident. As part of the #babortogether campaign, BABOR asked exactly these kinds of women to tell their stories. They all share a common power secret: Other women helped shape their stories.



Carla Casanova

DJANE

I think life comprises many stages. My first stage was the in the world of finance at an international corporation, but I've always been the artistic type. So, I stepped onto a new stage: music. Who encouraged me? My mother. She is a lawyer - as a woman in a Central American country, that hasn't always been easy. Her credo: You always have a choice. So, I chose music.

EMPOWERED
women
EMPOWER
women!



Preeti Malkani

CO-FOUNDER OF WOMEN FOR WOMEN INTERNATIONAL IN GERMANY

I consider myself an ambassador for change. I have seen for myself the impact that “sisterhood” has on women in regions affected by crisis and war, the difference it makes when we stick together as women. The women I met in Iraq and Rwanda, – their stories, their resilience – give me strength. Their strength sustains me. That’s why I want to give them a voice. We need strong women – especially in these regions.



Zeina Nassar

PROFESSIONAL BOXER

When I was 13, I just really wanted to box. I didn’t even think about whether I could or couldn’t do that. I figured I had a dream and so I would make it happen. But when I wanted to take part in a boxing competition for the first time in 2013, I wasn’t allowed to because I wear a headscarf. My trainer was working to change the competition rules at that time. From then on, all women were allowed to compete. At a time when everything should be possible, we want to make everything possible together.

Tanya Ernst

CO-FOUNDER OF THEY SAID, NEW MEDIA AGENCY

I always knew that I wanted to work creatively and be independent. Whenever I have doubts, I think of my friend Lessia. I met her 12 years ago. At the time, she was a young girl from the country with big dreams. I’ve seen how she has worked hard, developed, and never lost her passion. Today she owns her own label, Lever Couture, and outfits stars like Rita Ora, Lady Gaga, and Katy Perry. Next stop: L.A. She always reminds me that with determination, you can make even the biggest dreams come true.



Isabel Bonacker

CO-OWNER OF BABOR

I'm inspired by the women I meet: In the early years of my career, a colleague of mine convinced me that women can be successful in a male-dominated business. My aunt showed me that it's possible to have both things: family and career. What these women have in common: determination, positive energy, and femininity.



"I'm inspired by the women I meet"

ISABEL BONACKER

Ruth Bambi

MODEL AND MISS GERMANY CANDIDATE

My aunt taught me that nothing is impossible. She does what she loves, and that's what I want to do. I am convinced that we are all at our most beautiful when we accept that each one of us is unique. That's why I have auditioned to be the next Miss Germany.



Christiane Lingner

BEAUTY PROFESSIONAL AND OWNER OF THREE COSMETIC INSTITUTES

As a young girl, I wanted to become a doctor, but in the GDR I wasn't allowed to. Of all people, it was a doctor who taught me just how similar high-performance cosmetics and dermatology are. When people tell me that they're impressed with how straightforward I am, I have to smile because my plans were very different. Dreams are what you make of them.



Stronger Women, stronger Nations

“It has probably become more dangerous to be a woman than a soldier in an armed conflict“ said Major General Patrick Cammaert, former UN Peacekeeping Commander. It is these traumatised women who are left behind to rebuild the structures of their families, their villages and their countries. Preeti Malkani, Chair of Women for Women International Germany is confident that “women can effect change if they have access to skills and knowledge, both of which are vital resources for women to leave trauma and poverty behind and to secure stability and economic security in their country“.

500,000 women in conflict-affected countries were supported by Women for Women International to rebuild their lives and take their future into their own hands.

Our **365** day-long training programme equips women with the skills and confidence to earn their own income. It also provides them knowledge on health, well-being and nutrition, and the importance of education for their children, and increases their ability to build networks and take on leadership roles within male-dominated societies.

Sponsor a Sister!

€ 29 a month will support a woman to enrol in the year-long programme that will help her transform her life.

You can support your “sister” by writing messages of support and encouragement and follow her progress through the programme. Women for Women International provides translations to foster the exchange between supporters and their “sisters.”

For more information, please visit
www.womenforwomeninternational.de

25 women come together in a classroom, forming a tight support group that helps to break the isolation caused by war and insecurity. As a result, the women regain their confidence, rebuild their lives step by step, and pass on their knowledge to their community.



WOMEN *for* WOMEN
International



Spa dreams

Spa – the very word exudes a sense of ultimate well-being and entices you to dream. Anyone seeking more than just dreams can travel to these top destinations.



In 2019, the **OLEA ALL SUITE HOTEL IN ZAKYNTHOS** was honored with several World Luxury Spa awards – including being named the most romantic spa destination in Southern Europe. Perched on a hill and surrounded by olive trees, this boutique hotel offers a breath-taking panoramic view of the nearby village of Zakynthos and the pristine sandy

beach coves. Spanning 300 square meters, the Royal Spa blends seamlessly with the hotel’s puristic design and celebrates the truly majestic view of this idyllic location with floor-to-ceiling windows and plenty of outdoor attractions. So, pack up your sweetheart and go! **OLEAALLSUITEHOTEL.COM**

Langkawi is becoming the top destination in Asia. The island belongs to Malaysia and is climatically favorable in the slipstream of the Indonesian island of Sumatra - making it an absolute weather guarantee. The luxurious **ST. REGIS LANGKAWI** is located on a private lagoon near the city of Kuah amidst the majestic rainforest of Malaysia. The suites and villas are available with sea views, private pools and butlers. The bar could also be in a metropolis and the SPA surprises even the most sophisticated travelers. **MARRIOTT.COM**

Langkawi



Norrköping

Up until now, the little town on the Baltic Sea in Sweden hasn't exactly made it onto many people's bucket list. But, if you want to enjoy a stay at **THE LAMP HOTEL** and experience a spa in a class all its own, you have to do it now. Design, archi-

tecture, and lovingly chosen decor are the heart of this boutique hotel. Dramatic contrasts emerge in the 19th-century building – nothing about this hotel feels impersonal or hodgepodge. Especially the lamp that inspired the hotel's name. **THELAMPHOTEL.SE**



WWW.BABOR.COM



ASK FOR MORE



The legendary **HOTEL ADLON KEMPINSKI** is considered among the best in Berlin. Today, the hotel is almost as famous as many of its prominent guests. The sophisticated ambiance of the Adlon Spa by Resense, a fusion of minimalism and Manhattan style, embraces guests like a soft cash-

mere blanket as soon as they enter. Even without celebrity status, we get VIP treatment at the spa. All we have to do is book one of the three luxurious 45-square-meter spa suites and remember to bring along a little more time.

KEMPINSKI.COM


Berlin



USA



MYND SPAS offer stunning full-service spas in 26 locations in the US. All of them have just enjoyed a facelift, are open seven days a week, and offer beauty from head to toe. Their credo: In today's speed-texting, multi-tasking world, it's not easy to focus on yourself. The Mynd team wants to do exactly that and help recharge your mind and body.
MYND.COM



A different sunset
every night

Sun traces

A dream voyage can mean so many things... a cruise to a remote island paradise or the rugged coasts of Europe. Moments that seem straight out of Arabian Nights or a foray through the bustling metropolises of Asia. Every trip on the EUROPA is a dream voyage, with distant harbors, secluded bays, and tranquillity. A cruise on the EUROPA is like traveling on your

own personal yacht. With no more than 400 guests onboard, the ship is one of the smaller cruise ships. Although she may be small, she's certainly a big winner. According to the Berlitz Cruise Guide, the EUROPA is the world's best cruise ship. Travelers enjoy a casual, luxurious ambiance, plenty of space, and a new adventure every day. And then there's the view, where the sky meets the sea on the

horizon. It's so beautiful, you'll hardly be able to take your eyes off it. Good thing the four spa suites feature a whirlpool with a fabulous vista of the sea – it would be a shame to miss the view. But those who do manage to avert their gaze and stop by the Ocean Spa before going ashore will be well rewarded, the spa's skin experts will pamper you with the most exclusive BABOR products.



A palace BY THE SEA

Breath-taking linden-lined avenues, faint tracks in the sand and the vibrant blue hues of the sea. In the midst of it all, a white palace. Located one hour north of Hamburg, a superlative resort and a piece of unspoiled nature attract visitors from far and wide. The **WEISSENHAUS GRAND VILLAGE RESORT & SPA** lays emphasis on understated luxury and attention to detail. The true showstopper is the surrounding countryside; clustered around the

castle are buildings from the 17th century and the former coach house is now home to the luxurious 2,000 square meter spa, where BABOR pampers guests with luxurious and efficacious facials.

Weissenhaus has won over an international clientele who have discovered for themselves how enjoyable a luxury holiday in Germany can be. Even members of European royal families have been known to visit the resort frequently.

3 questions for NATALIE FISCHER



NATALIE FISCHER-NAGEL

also had a hand in achieving the resort's exceptional position in the international hotel landscape. Together with her husband, she is the director at Weissenhaus. The success of this charismatic cosmopolitan goes hand in hand with her passion for the cause.

What do you love most about Weissenhaus?

My list would be endless! I'm fortunate to be in a place that so clearly does people a lot of good. Trees that are hundreds of years old, the spaciousness of the entire region, the sea... No matter where you are in Weissenhaus, every view is sensational, and being a very visual person, I'm in my element here.

Why should people spend their holidays in Germany?

The older I get, the more I appreciate holidays in my own country, the unique beauty of the landscapes and the captivating cities. There is good reason why Germany is so popular amongst international visitors and why, at Weissenhaus, we welcome enthusiastic guests from England, the US and Asia.

Weissenhaus in three words?

Understated, luxury, harmony.

action



FANCY A LUXURIOUS GETAWAY?

Together with Weissenhaus, BABOR is giving away two overnight stays including breakfast and a BABOR facial for one person. Send an e-mail to win@babor.de for your chance to win. Terms of participation and information on data protection at www.babor.com/weissenhaus.

SHORT CUTS *Life*

BRIEFLY: TRENDS
AND MORE



This country needs new women

For generations, the **MISS GERMANY** title has crowned outstanding women to serve as ambassadors. Today more than ever, the message of the new Miss Germany matters! The competition featured women who go their own way, who make their mark intelligently and leave a lasting impression on society. Genuine, authentic, and direct. We love it!

SHARE *The cookbook from Women for Women International*



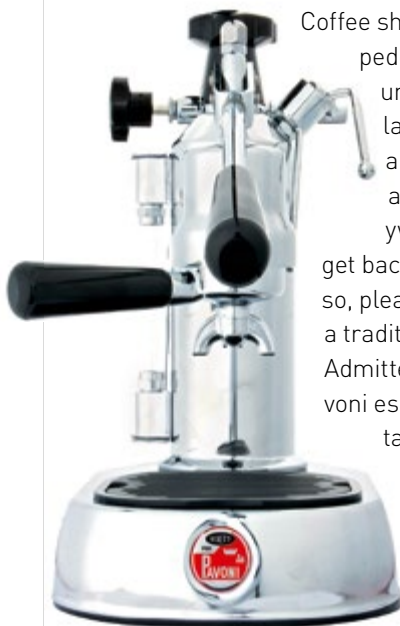
Women for Women International supports women in war-torn regions. Why is that so important? **70% of those living on less than \$ 1 a day are women.** Whoever changes the life of women changes the world. With the purchase of the book you support Women for Women International. The dishes range from traditional Afghan Bichak pastries and Congolese sticky donuts to spicy cashew and tomato soup, beef rang and almond cake with an orange scent. With a foreword by Meryl Streep.

WWW.BABOR.COM

HAPPY SKIN! HY-ÖL and Phytoactive are the very definition of the perfect couple on our beauty shelf. Since 1956, the water-loving oil and the skin type-specific herbal essences have been an absolute dream team for clean, radiant skin.



COFFEE? SÌ, PER FAVORE



Coffee shops and cafés peddling remarkably uniform low-fat-vanilla-grande-extravaganza coffee fantasies are springing up everywhere. We say: Let's get back to the roots. Espresso, please! Preferably from a traditional Italian machine. Admittedly, operating the Pavoni espresso machine does take a bit of practice. But the result... fantastico!



HAVE A SEAT! The Freja cocktail chair from the Westwing Collection exudes casual glamour. Westwing.com

ASK FOR MORE

PHOTO: © TOBIAS DICK



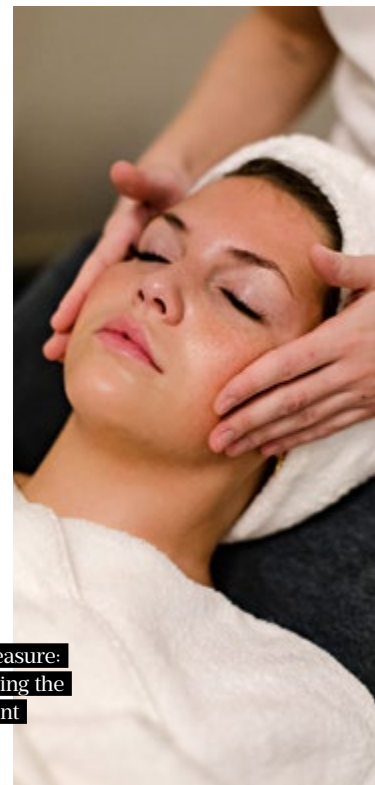
VANESSA FUCHS – looking beautiful at the Ariana Grande concert



For MANDY BORK and ANN-KATHRIN GÖTZE, it's straight to the top from here – with the ampoule lift



The picture of pleasure: FARINA YARI during the ampoule treatment



Hello, BEAUTIFUL

Influencer Day

There's a lot going on in the BABOR community. It's been especially beautiful here.

The first influencer **GET-TOGETHER** was packed with excitement: Skin coaching, the G-Bauty megatrend, customized treatments, a super cool photoshoot and – the ultimate highlight – the Ariana Grande concert in Berlin, in cooperation with BABOR partner Universal Music Group & Brands (UMGB).



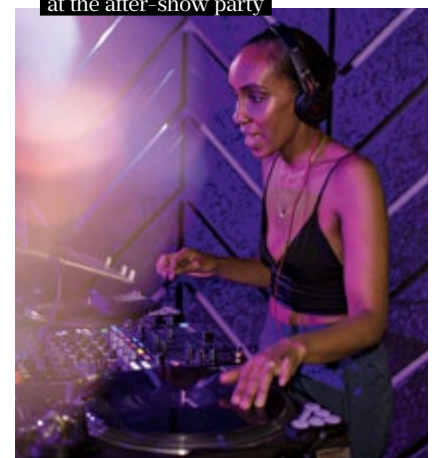
Selfie time: HATICE SCHMIDT, FARINA YARI, and ANN-KATHRIN GÖTZE at the BABOR store in Berlin



High spirits at the BABOR headquarters



ANICA RUSSO and HADNET TRESFAI set the mood at the after-show party





JULIA STEYNS tries her luck at the beauty claw machine



Actress **ANNABELLE MANDENG** and **BABOR CEO MICHAEL SCHUMMERT** met in front of a rose-filled backdrop



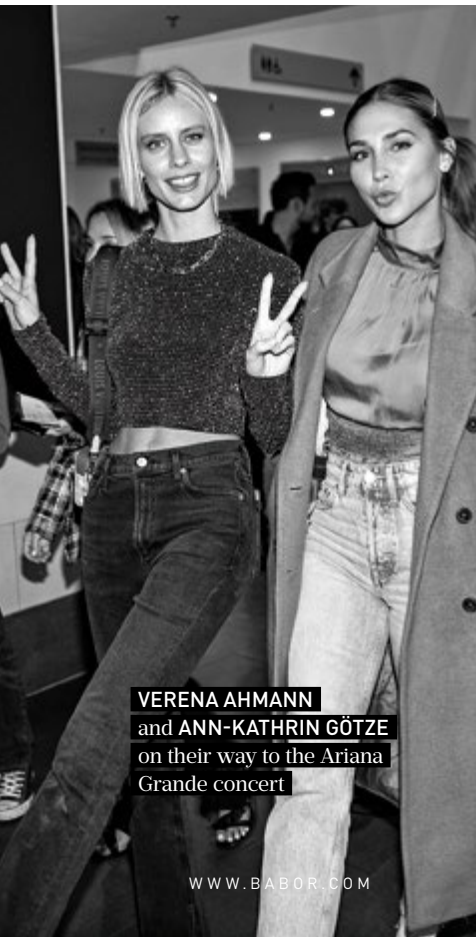
JULIA MALIK cheerfully explores the store



Man in Black: ALEXANDER MAZZA

Opening of the Berlin Store

People!



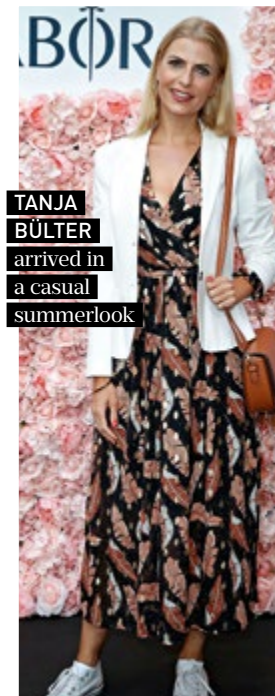
VERENA AHMANN and **ANN-KATHRIN GÖTZE** on their way to the Ariana Grande concert

WWW.BABOR.COM



THOMAS HEINZE is delighted with the goody bag

Capital city charm meets beauty and style: Together with store owner Christiane Lingner, BABOR celebrated the opening of the **BABOR STORE** in Berlin! Some 300 guests attended the grand opening and enjoyed champagne and cool grooves.



TANJA BÜLTER arrived in a casual summerlook



Girlfriends: Actress BETTINA CRAMER and store owner **CHRISTIANE LINGNER**

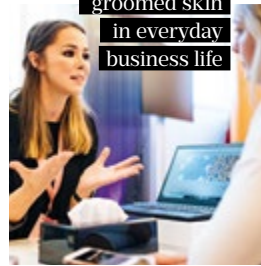
ASK FOR MORE



BABOR beauties JUSTINE GAETCKE and PIA STEINMANN with WENCKE VAN DER HEYDT (Emotion)



JENNIFER PARTHEYMÜLLER offers tips for achieving perfectly groomed skin in everyday business life



Emotion Women's Day

The value of continuing education meets the spirit of a festival. The Emotion Women's Day centered on issues such as **WORKING WOMEN**, digitalization, and coaching.



High-spirited BABOR PARTNERS

Beauty Experts

CONFERENCE Plus: Heads are spinning with information by day, but ready to party by night. That's how BABOR's top partners combine functionality with beauty.



BABOR-partner CLAUDIA WEITERSHAGEN (middle) is delighted to receive a travel voucher to Frankfurt

International Conference

BABOR partners from all over the world traveled to BABOR's hometown of **AACHEN** to learn more about innovations, trends, and strategies. Quite BABOR-like, they traveled "green": The company offset the CO₂ emissions resulting from the trips and the conference.



(Almost) the entire BABOR world visited AACHEN



Global Female Leaders Summit

Three hundred international **TOP FEMALE EXECUTIVES** enjoyed three inspiring days at the Hotel Adlon Kempinski in Berlin. The range of topics included geopolitics, environmental protection, the digital economy, and the world of work in the 21st century.



ISABEL BONACKER (BABOR) at the panel talk on "Leading in the new world of work"



Anne Vollmann @ Matthias David



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