

BABOR BEAUTY GROUP invests in research New laboratory at the headquarters in Aachen

- Family-owned company modernizes and more than doubles its research and development space.
- Co-owner Isabel Bonacker: "The BABOR BEAUTY GROUP stands for Made in Germany. This starts with research. In our own laboratories, scientific teams put on their lab coats every day to create the best possible formulation. These have already achieved to create legendary cosmetic icons. Our own laboratories are essential to ensure that we are always at the forefront of innovation."
- Relocation of the research team marks the next milestone in the growth strategy.

BABOR BEAUTY GROUP's research and development team is moving into a new, modern laboratory. The move more than doubles the space available to the scientists. They are now researching the future of skincare on 450 square meters. In addition to the spatial expansion, the laboratory staff can expect a modern, inspiring working environment.

In the new laboratory, workflows are optimized thanks to improved room layouts and shorter work and activity paths. In addition, the workstations are designed to be lean, i.e. efficient and employee-oriented, and therefore offer optimal working conditions. In addition to the research laboratory, there is a weighing center where ingredients can be weighed to the milligram, an integrated warehouse for more than 1000 raw material samples, and a room for the Chemspeed research robot, which the company uses for researching new ingredients and developing new bases, known as "prototyping." This research technology can produce automated and highly standardized test samples for comparative evaluation. In the future, most formulations for the Group's creams, serums, and lotions will be developed in this laboratory - around 400 product formulations per year.

"The laboratory is the heart of product development. With decades of expertise, we combine scientific know-how and the latest knowledge of skin physiology to select the most effective active ingredients. These can be plant extracts or biotechnologically derived active ingredients," says Co-CEO Horst Robertz. "We are very proud that we have the entire value creation process in our own hands. That's why the laboratory

also has glass walls. This transparency is important to us. Anyone visiting us can see what Made in Germany means to us."

Each cosmetic formulation is a complex combination of different ingredients. The active ingredients are adapted to the skin condition, the age group, the desired effect, and the application method to achieve the best possible result. The BABOR BEAUTY GROUP works strictly based on evidence and can build on almost 70 years of expertise in developing highly effective cosmetic products. In addition to the project-related development of formulations, the team continuously tests new raw materials in the laboratory or analyzes and evaluates new biotechnological active ingredients.

"The new, modern laboratory strengthens us for the future and creates the conditions for competitive product development, with the aim of offering highly effective, safe, and sustainable cosmetic formulations in numerous countries worldwide," says Dr. Jürgen Blaak, Vice President of Science Consultation and Innovation at the BABOR BEAUTY GROUP.

The research laboratory is one of five laboratories in the BABOR BEAUTY GROUP. In addition to Research & Development, there are two microbiology laboratories, one for quality assurance and another, smaller laboratory. Twenty employees work in Research & Development. Around 50 experts work in the entire scientific area. They are involved in conceptual design, product safety, and efficacy studies. The laboratory expansion is another building block in the family company's strategy. After production and logistics moved to the new, ultra-modern site in Eschweiler, space was created at the headquarters for the new laboratory. The BABOR BEAUTY GROUP has been growing at double-digit rates for ten years and is pursuing a consistent, international growth course.

About the BABOR BEAUTY GROUP

The BABOR BEAUTY GROUP is a German family business, a global player in the cosmetics industry, and home to some of the most sought-after international beauty brands. BABOR is the company's flagship brand. It stands for Expert Skincare Made in Germany. The portfolio also includes various private labels. The company has its own laboratories at its headquarters and produces according to the highest sustainability standards. The third generation of the owner family has been heading

the company since 2014 - Dr. Martin Grablowitz and Isabel Bonacker lead the Supervisory Board.

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