

BABOR presents rebranding to strengthen global premium positioning. German skincare brand refocuses on its heritage.

- Heritage in professional skincare and the exceptional feeling of taking excellent care of yourself define the brand core.
- “BABOR Trinity” ensures a unique proposition: performance x luxury x clean
- New BABOR logo is a modern interpretation of the original logo from the 1960ies while its subtitle reflects the commitment to the brand’s heritage: Expert skincare. Made in Germany.
- „BABOR is on a clear path to becoming a truly global premium skincare brand. We are refocusing on the strengths that are rooted in our heritage while unveiling the more emotional side of it. We see that especially the “BABOR Trinity” that combines performance, luxury and sustainability resonates extremely well with consumers,” says Tim Waller, Co-CEO BABOR BEAUTY GROUP and President BABOR and Premium Brands. “We have highly ambitious long-term growth plans and aim to strengthen BABOR’s premium brand positioning and its brand awareness.” he adds.

Skincare brand BABOR is unveiling a re-branding that is to position it uniquely and strongly in the global premium skincare markets. “The BABOR brand has a strong heritage in professional skincare in addition to its German ingenuity. This heritage makes our brand unique, and it fits perfectly with the market trend that shows doctor brands on the rise”, says Mirja Rousselle, Vice President Global Marketing BABOR. “We wanted to preserve this precious core of our brand while also showing a more emotional side. This is reflected in its look and feel and can be experienced through BABOR’s indulging textures and unique treatment experiences.”

brand focus: heritage & emotion

Founded in 1956 by Dr. Michael Babor the brand BABOR has decades of experience in developing professional skincare for salons and spas and has been recommended by doctors since the beginning. With production facilities and labs based at or near the headquarters in Germany, it has achieved to offer a unique proposition, the BABOR Trinity: high performance medical-like skincare that has maximum skin compatibility paired with the sensorial feel of luxury skincare – created in the most mindful and sustainable way. Today, BABOR skincare also is available in retail, and the brand shows this heritage and anchor distribution channel by adding “Expert Skincare. Made in Germany” as a brand subtitle next to its logo.

“As a brand that has been founded as a doctor brand we have been concentrating on the effectiveness of our products in the past, but not the emotional benefits that come with using them.” explains Rousselle the motivation to unite heritage and emotion. “Time well spent is the ultimate luxury in this volatile world”, Rousselle says. This experience may be at home, but also during a treatment with one of the more than 100.000 skincare experts that trust in the brand, globally. Consequently, while adapting its branding, the team behind the brand is also working on finetuning the treatment experience making sure that a BABOR treatment at spas and salons around the globe meet the same high brands standards that go with the products. The effects of such a BABOR treatment are science backed as it uses the expertise of six massage and health therapies - ranging from Kneipp therapy, reflexology, Traditional Chinese Medicine, classical massage therapy to connective tissue massage and lymphatic drainage. Most importantly, it offers a unique indulgent experience. Thus, BABOR has added the claim “Indulge in excellence” in its brand communication to reflect this positioning and strives to empower its audiences to take excellent care of themselves and enjoy time well spent. “While these two focus points are spearheading our communication strategy, the brand is firmly rooted our unique trinity: performance, luxury and sustainability.” she adds.

As the brand is creating a more consistent brand universe for its product lines BABOR, DOCTOR BABOR and DOCTOR BABOR Pro and is sharpening its product portfolio, it is also rolling out its ambitious formulation standard for its skincare products. While already today many of the brand’s products are formulated accordingly, it is committed to achieving 100 % for its skincare assortment as soon as possible. This formulation standard states that all BABOR products are to be made without silicones, parabens, pegs, microplastics, sulfates (LES / SLES), mineral oil, synthetic colorants, and non-certified palm oil without compromising on performance and luxurious textures.

Brand Values: Excellence & Care

Everything with the brand name on it has to meet the highest quality standards and the brands states performance over everything. As an expert in the skincare industry the brand feels strongly about giving people the tools to experience excellent care while also caring about the planet and working according to the highest sustainability standards. That is why excellence and care are the two key brand values.

The rebranding

The brand logo is returning to its roots. Its iconic rose symbol moves into a seal of quality, allowing the logo itself to become more visible and used consistently within the brand universe. The rose, an emotional symbol for beauty, is getting a more sophisticated and natural look. The seal of quality itself, that will be an integral part of any BABOR product and will also be used at the point of sale, is a homage to the golden mirror that was the signature branding of the BABOR brand as early as the 1960ies. It represents the brand's heritage in beauty counselling and will be accompanied by the brand's subline "Expert Skincare. Made in Germany." as well as the founding year "since 1956" demonstrating the brand's heritage, performance, and expertise.

About BABOR BEAUTY GROUP

The brand BABOR is the flagship brand of BABOR BEAUTY GROUP. The BABOR BEAUTY GROUP is a German family business, global player in the skincare industry and home to some of the most sought-after international beauty brands. The portfolio also includes various private labels. The company has its own labs and production at the headquarters in Germany and works 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 Board of Directors.