

BABOR BEAUTY GROUP strengthens private label business and founds BBG Innolabs

- Original Design Manufacturer (ODM) creating innovative skincare brands
- Subsidiary BBG Innolabs established as a B2B brand for acquisition
- Tim Waller and Andreas Wolf form the senior leadership team and are named Managing Directors

BABOR BEAUTY GROUP opens the new subsidiary BBG Innolabs and creates agile, lean structures to drive the family company's private label business globally.

“Our overall private label business has become a strong business pillar in our corporation and now accounts for 50% of sales,” says Tim Waller, Co-CEO of BABOR BEAUTY GROUP and one of the Managing Directors of the youngest subsidiary of the German family business. “As part of that the premium private label business has grown opportunistically in recent years. Now we are positioning the unit for global growth making business scalable.”

“We are an agile innovation hub and strive to completely rethink cosmetics for our customers. At the same time, we have decades of expertise backing our innovations,” explains Andreas Wolf, Managing Director of BBG Innolabs. BBG Innolabs benefits from the parent company's almost 70 years of skincare expertise as well as international market and consumer expertise. BBG Innolabs also utilizes large parts of the group's comprehensive value chain. “Made in Germany is important and a strong USP,” Wolf continues. “On this foundation we are now building agile processes in order to react quickly to trends and customer requirements.”

BBG Innolabs currently works with 12 customers, including dermatologists, start-ups, international retailers and beauty companies. As an Original Design Manufacturer (ODM), BBG Innolabs offers these customers comprehensive services - including brand conception, product development, production, market and consumer insights as well as logistics and sales consulting. “Until now, our service was known to a few connoisseurs in the industry. With BBG Innolabs, we want to create a B2B brand that wins new customers and grows globally”, says Tim Waller. In addition to the full-service offer, the new subsidiary's portfolio also includes a “ready to market assortment” that enables rapid market entry. The aim is to expand the business, particularly in Central

Europe and North America, and to double BBG Innolabs' turnover over the next five years.

The foundation of BBG Innolabs was a cooperation with a dermatologist who worked with BABOR BEAUTY GROUP's flagship brand, BABOR, in 2009. As part of this collaboration, the company developed a cosmetics line for him. The line was a success, and further requests followed. In 2019, the Premium Private Label Unit was created as a division within the company. Over the past years the unit has been able to develop brands that have become renown love brands.

About 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 heart of the success is the BABOR brand, which stands for expert skincare made in Germany. 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 Supervisory Board.