

BABOR BEAUTY GROUP: A German Family Business Growing into a Global Player

- Mid-sized Company with Excellent Future Prospects
- New Production Cluster: Largest Investment in Company History
- Focus: Diversification and Global Growth

BABOR BEAUTY GROUP is a family-owned German business evolving into a global player in the cosmetics industry. With 70 years of expertise, the BABOR BEAUTY GROUP develops skincare that makes a difference. The products are researched, developed and produced almost exclusively in Germany. The brand BABOR is the company's flagship brand. It stands for "Expert Skincare. Made in Germany" and, according to a 2025 study by Kline research institute, is the number one professional skincare brand in the European Union. Traditionally, the brand has been distributed via excellent cosmetic institutes, but in recent years BABOR has implemented a balanced multichannel expansion strategy: selected e-commerce and retail partnerships complement distribution in cosmetic institutes, medical spas and hotel spas. In 2023, BABOR also evolved its branding — with a new claim and updated logo, it is clearly positioned in the premium segment. In addition to its flagship brand, the BABOR BEAUTY GROUP portfolio includes Private Label. Several specialized units develop these brands for renowned clients worldwide, including dermatologists, retailers, and celebrities. The BABOR BEAUTY GROUP employs over 1,000 people worldwide. The brands are represented in 70 countries through distributors or subsidiaries.

New Production Facility as a Lighthouse Project

In 2023, the BABOR BEAUTY GROUP opened a new production and logistics cluster 20 kilometers from its headquarters in Aachen. "With our new production facility, the BABOR BEAUTY CLUSTER, we are creating production capacities for further growth," says co-owner Isabel Bonacker. "At the same time, we want to offer employees perfect working conditions, live up to our sustainable philosophy, and make a statement for value creation in Germany." BABOR BEAUTY GROUP invested more than 60 million euros into this project and tripled its company space. The BABOR BEAUTY CLUSTER operates according to the highest sustainability standards: as an "All-Electric-Factory," it works almost fossil-free — the only exception being small amounts of natural gas used in the special machines for ampoule production. The goal is for the plant to

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achieve energy autarcy by 2030. In 2024, the company also invested in expanding the R&D lab at the headquarters. It is one of five labs in the corporate group, and the deep value chain is a unique selling point.

From Niche Brand to Global Company

In 1956, chemist Dr. Michael Babor developed the first Babor product in a kitchen in Cologne, laying the foundation for the company. The entrepreneurial Vossen family discovered the startup and joined “Dr. B. bio-medical cosmetics” in 1962. Dr. Leo Vossen turned the scientist's idea into a global brand and brought the company to Aachen. His daughter Jutta went to Vienna to complete commercial and cosmetic training. With this know-how, she joined the company. In 2000, she became chairwoman of the board. Together with her brother Dr. Leo P. Vossen, she led the company into the new millennium and accompanied the start into the digital age. In 2013, Dr. Martin Grablowitz, son of Jutta Kleine-Tebbe, and Isabel Bonacker, daughter of Leo P. Vossen, joined the board. In 2014, the third generation took over the chairmanship. Since then, the company has increasingly opened new business fields and focused on internationalizing the business, especially in Asia and the USA. In February 2022, the owner family brought Tim Waller on as Co-CEO with a clear mandate to grow the business globally. Together with Horst Robertz and Stefan Kehr, he forms the senior leadership team.

Sustainability and Entrepreneurship

The BABOR BEAUTY GROUP is guided by values that have deep roots in the family business. “We are committed to never compromise on quality, pioneer sustainability, and nourish our team's entrepreneurial mindset,” says Isabel Bonacker. The belief that sustainability in all its facets is important for the company's success is firmly rooted in these values. As early as the 1990s, the BABOR brand launched a refill jar, and the company acted on waste management and water microfiltration. Recently, the company reduced its carbon footprint by almost 50% compared to the 2019 balance sheet and reduces the ecological footprint of every new BABOR product. More than 80 e-charging stations are available at the two headquarters locations, where employees charge their e-cars for free, and the company has a 100% e-car policy. The proactive mindset reflected in these developments is also something the leadership team wants to instill in all employees. Following the motto “Make a difference. Every day.” BABOR BEAUTY GROUP sees its employees as “entrepreneurs within the company” and grants a lot of creative freedom. This is

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important for both the owners and the leadership team. “Due to our growth, our generation is not as close to our team as the generation before us. However, as owners, it is important to us to be visible and to make sure the team feels that we are a family business,” says Isabel Bonacker. The philosophy that comes with being a family business is reflected in the corporate culture and economic approach. “We do not work for short-term profit, but for the success of the next generation.” As a family business, BABOR BEAUTY GROUP believes in the power of sustainable business practices — or in Isabel Bonacker's words: “... in futureproofing.” This is how a startup founded in a kitchen in Cologne is growing into a global player and one of the largest family businesses in the cosmetics industry.

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