

## **BABOR Confirmed as No. 1 in Professional Skincare in the EU**

In a recent study, global market research company Kline confirms BABOR's leading role in professional skincare in the European Union.

"Kline's findings are a testament to BABOR's enduring commitment to professional skincare excellence and reinforce the path we have taken in brand development," explains Tim Waller, Co-CEO of the BABOR BEAUTY GROUP. "We are grateful for the trust that skincare experts place in us every day. They are a central pillar of BABOR's success story, and their trust is our top priority."

Kline's study emphasizes the importance of the German skincare brands decades of expertise in professional cosmetics. Since its foundation by chemist Dr. Michael Babor in 1956, the brand has shaped professional skincare, particularly in Germany, Austria and Switzerland, offering highly effective products in salons and spas. Now, BABOR continues to expand globally with a balanced multichannel approach, embodying the essence of "Expert Skincare. Made in Germany." This strategy synergistically complements the professional distribution channel with market-specific retail and e-commerce channels.

"As our brand grows globally, the experts in salons, hotels, and medical providers remain our pivotal anchor," says Waller. "We want to further strengthen this foundation as we develop BABOR into a leading global premium skincare brand."

Kline has been tracking the professional skincare industry for over 22 years. Its comprehensive market research program on the global professional skin care industry focuses on skincare products sold by doctors, beauty institutes, salons, and spas.