

## **BABOR in the Maldives**

### **JW Marriott opens luxurious JW Marriott Kaafu Atoll Island Resort with “Expert Skincare. Made in Germany.”**

- BABOR and JW Marriott Kaafu Atoll Island Resort initiate an exclusive collaboration at the Spa by JW in the Maldives.
- Signature treatment “Ocean Bliss” utilizes the BABOR SeaCreation skincare products and incorporates maritime elements.

German premium skincare brand BABOR and JW Marriott Kaafu Atoll Island Resort start a partnership: The overwater Spa by JW offers exclusive treatments with BABOR's expert skincare — a first in the Maldives. The signature treatment “Ocean Bliss,” crafted in collaboration with BABOR's skincare experts, highlights the brand's most prestigious anti-aging skincare range, SeaCreation, enriched with precious active ingredients sourced from the deep sea. It delivers a transformative experience and island-inspired relaxation. Wellness enthusiasts can enjoy this and other BABOR treatments in four expansive overwater treatment villas. Those seeking a more active approach towards wellness can enjoy sunrise yoga or a state-of-the-art fitness center with ocean views and a pool.

“At JW Marriott Kaafu Atoll Island Resort, it's about enjoying special moments, moments you never want to leave. With our exclusive BABOR treatments we offer exactly these kinds of moments. We call this feeling ‘Indulge in excellence,’” explains Tim Waller, Co-CEO BABOR BEAUTY GROUP. “In this volatile world, these moments are the ultimate luxury, and we share this belief with them. Together, we want to offer guests an unforgettable spa experience.”

“At JW Marriott, we curate experiences that celebrate the art of mindful living, sustainability and our partnership with BABOR reflects our commitment to unparalleled luxury and holistic well-being,” says **Srikanth Devarapalli, General Manager, JW Marriott Kaafu Atoll Island Resort**. “Together, we are redefining wellness with transformative treatments at Spa by JW, that harmonize precision skincare with the serene beauty of the Maldives.”

Nestled in Kaafu Atoll's largest lagoon and conveniently located just 15 minutes by speedboat from Velana International Airport, the JW Marriott Kaafu Atoll Island Resort

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**BABOR  
BEAUTY  
GROUP**

offers an idyllic sanctuary to recharge the mind, body, and spirit in this tropical oceanic paradise. With 80 thoughtfully designed private pool villas, including 47 overwater pool villas, the resort blends traditional island aesthetics with contemporary luxury to create a harmonious connection with the natural beauty of the Maldives. For the BABOR brand, this collaboration is a significant step in pursuing its multichannel expansion strategy and strengthens its position in the spa business.

### **About BABOR BEAUTY GROUP**

BABOR BEAUTY GROUP is a family-owned German business and a global player in the cosmetics industry. The heart of the success is the BABOR brand, which stands for expert skincare made in Germany. The group has its own labs and produces according to the highest sustainability standards.

### **About JW Marriott Kaafu Atoll Island Resort**

JW Marriott Kaafu Atoll Island Resort, presents a breathtaking retreat in the Emboodhu Finolhu lagoon, just 15 minutes from Velana International Airport. Featuring 80 exquisite private pool villas, the resort is designed with luxurious, eco-conscious aesthetics that blend seamlessly with the stunning Maldivian landscape. Embark on a culinary adventure across seven exceptional restaurants and bars, where artfully crafted dishes showcase a diverse array of flavors—from premium charcoal grills to sophisticated fusions of Peruvian and Japanese cuisine, alongside Indian Ocean and Mediterranean influences. Each meal is enhanced by thoughtfully sourced ingredients from the JW Garden. Embrace a slower pace of life as you indulge in holistic relaxation at Spa by JW. Unwind in serene spaces nestled among swaying palm trees, accompanied by the gentle sounds of the Indian Ocean. Participate in curated experiences designed to soothe your soul and celebrate the extraordinary natural and cultural wonders of the island nation.

[www.jwmarriottkaafuatoll.com](http://www.jwmarriottkaafuatoll.com).