

BABOR Strengthens Travel Retail Presence Three Touchpoints with Gebr. Heinemann at Berlin Brandenburg Airport

- BABOR to introduce a new backwall in the non-Schengen area starting summer 2025.
- Growth at three travel retail touchpoints in Berlin.
- Unique brand experience: Skin analysis as a magnet for travelers.

Expert skincare brand BABOR is intensifying its presence in the travel retail segment and expanding its installations with Gebr. Heinemann at Berlin Brandenburg Airport. Starting in summer 2025, BABOR will also be represented in the non-Schengen area with a backwall and a Head of Gondola (HOG). This move continues the brand's successful travel retail strategy, reaching more international travelers and supporting its global growth plans. BABOR is already present at two central locations in the airport: in the Main Shop and in Terminal 2, where it features a backwall and a Head of Gondola.

A Unique Brand Experience

BABOR focuses on a holistic brand experience in travel retail, combining products with expert consultation. As an expert skincare brand, it offers travelers a unique service: In the Main Store Berlin, a BABOR Beauty Consultant provides personalized skin analyses using the AI-powered Derma Visualizer, which measures parameters such as wrinkle depth, skin hydration, and pigmentation, enabling tailored product recommendations. Recently, high-impact promotional placements have led to sell-out increases of nearly 50%, demonstrating the brand's strong appeal among travelers.

Successful Partnership

The presence at Berlin Brandenburg Airport is part of the partnership with Gebr. Heinemann, through which BABOR is also represented at airports such as Frankfurt, Oslo, and Istanbul. "Since the beginning of the partnership in 2021, the cooperation with Heinemann has proven to be extremely successful. Together, we have managed to establish and continuously expand the BABOR brand in travel retail," explains Lara Schlüter, Director Travel Retail at BABOR.

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.

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