

BABOR joins stellar list of 2025 Forbes Travel Guide Official Brands

BABOR has been appointed an Official Brand by Forbes Travel Guide (“FTG”), the global authority on luxury hospitality. As the Official Skincare Brand of Forbes Travel Guide, BABOR joins a stellar list of FTG Official Brands, all handpicked for excellence within their sector.

Forbes Travel Guide created the Five-Star rating system for hospitality and is renowned for its prestigious annual Star Ratings of hotels, restaurants, spas, ocean cruises and their restaurants worldwide. It takes an equally considered approach to each Official Brand, ensuring the brand aligns with its high standards and perfectly complements its Star-Rated properties. The Official Brand program connects Star-Rated properties with exceptional brands that are equally dedicated to serving discerning clientele.

BABOR is the authority in expert skincare, made in Germany and trusted by the world’s leading hotel spas and wellness destinations. Since its founding in 1956 by Dr. Michael Babor, the brand has built a legacy of scientific innovation, uncompromising quality, and a dedication to sustainable excellence. Today, BABOR is the number one professional skincare brand in the European Union, renowned for its transformative results and luxurious treatment experiences.

At the heart of BABOR’s success is its unique “Trinity” uniting high-performance formulations, an uncompromising commitment to sustainability, and luxurious experiences for every skin and every guest. BABOR’s vision is to empower hotel spas and hospitality partners to curate an exquisite spa journey and deliver unparalleled moments of indulgence. BABOR’s signature treatments are science backed and use the expertise of six massage and health therapies - ranging from Kneipp therapy, reflexology, Traditional Chinese Medicine, classical massage therapy to connective tissue massage and lymphatic drainage.

“We are delighted to partner with BABOR as our new Official Skincare Brand and welcome it to our bespoke family of Official Brands,” said Amanda Frasier, President of Standards & Ratings. “Forbes Travel Guide always seeks to align itself with brands offering authentic service, so we especially appreciate BABOR’s rich family history, its

Dr. Babor GmbH & Co. KG · Neuenhofstr. 180 · 52078 Aachen
Eva Spiertz · Head of Corporate Communication · Tel.: 0241/5296-598 · Fax: 0241/5296-6598
EMail: eva.spiertz@babor.de · www.babor-beauty-group.com

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high-efficacy products and the data-backed formulas offered by this well-established and highly respected European brand.”

“Joining the Brand Official program is a true seal of excellence - a testament to BABOR’s heritage and expertise in professional skincare. For nearly 70 years, leading destinations and their guests have trusted in our brand.” Says Tim Waller, Co-CEO BABOR BEAUTY GROUP and President BABOR and Premium Brands. “We look forward to supporting Forbes Travel Guide’s Star-Rated properties worldwide with our high-performing, sustainable skincare solutions and to elevating the guest experience together.”

BABOR joins other luxury brands within the Forbes Travel Guide Brand Officials program, such as Frette, Gharieni and more. For more information about Forbes Travel Guide, please visit forbestravelguide.com

About BABOR

BABOR is the flagship brand of BABOR BEAUTY GROUP. The German family business is a 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 Board.

About Forbes Travel Guide

Forbes Travel Guide is the only global rating system for luxury hotels, restaurants, spas, ocean cruises and their restaurants. Our anonymous professional inspectors evaluate hundreds of objective standards, with an emphasis on exceptional service, to help discerning travelers select the world’s best luxury experiences. The only way to get a Five-Star, Four-Star or Recommended rating is by earning it through our independent inspection process. For more information about Forbes Travel Guide, please visit forbestravelguide.com.

Press Contacts:

BABOR - Eva Spiertz Email: eva.spiertz@babor.de

Forbes Travel Guide - Jennifer Kester Email: press@forbestravelguide.com

Dr. Babor GmbH & Co. KG · Neuenhofstr. 180 · 52078 Aachen
Eva Spiertz · Head of Corporate Communication · Tel.: 0241/5296-598 · Fax: 0241/5296-6598
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