

BABOR Debuts at TFWA Cannes 2025

A Milestone for Global Travel Retail Expansion

For the first time leading German expert skincare brand BABOR will exhibit at TFWA World Exhibition & Conference in Cannes from September 29 to October 2, 2025. BABOR's premiere at TFWA Cannes marks a significant milestone in the brand's expansion into the dynamic travel retail sector. As the #1 professional skincare brand in the European Union, BABOR is now accelerating its global footprint, leveraging its strong heritage and expertise to reach new audiences in airports, cruise lines, and duty-free environments. With its iconic ampoules the brand already is ranked as #1 serum brand at German airports and where present globally it often ranks among the top 10 skincare brands.

"Travel retail is a key growth channel for BABOR as we evolve into a truly global premium skincare brand," says Tim Waller, Co-CEO BABOR BEAUTY GROUP. "Our debut at TFWA Cannes underlines our commitment to delivering the unique BABOR experience to travelers worldwide."

BABOR at TFWA: Experience, Innovation, and Engagement

BABOR will present its expert brand universe and visitors to the stand can look forward to a multi-sensory brand experience:

Professional Skin Analysis: Discover BABOR's expert approach to personalized skincare with on-site skin analysis, powered by advanced AI technology and decades of expertise.

Tester Bar: Explore BABOR's expert-grade products – including the iconic ampoules - and their unique value proposition known as the "BABOR Trinity": high-performance formulations at maximum skin compatibility, luxuriously feeling textures formulated with highest clean standards and a steadfast commitment to sustainability.

Radiance Drop: Engage in the interactive "Radiance Drop" game for a chance to win exclusive BABOR products, making the visit both fun and rewarding.

"At TFWA Cannes, we invite the global travel retail community to discover why BABOR is the expert skincare brand of choice for professionals and consumers around the world." Waller says.

Find the BABOR stand at Ambassadeur Village, Level 4, Stand U1.

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About BABOR BEAUTY GROUP

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 Board.

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