

BABOR Unveils Holiday Activations for its Iconic Ampoules at Frankfurt Airport

BABOR celebrates the festive season with exclusive X-Mas Specials, strengthening its position as the No. 1 serum brand at German airports.

Since November 6, 2025, BABOR has launched two exclusive holiday activations at Frankfurt Airport (FRA), running through the end of December. These activations feature BABOR's X-Mas Specials, including the iconic ampoules, the sought-after Advent calendar, and curated travel sets—tailored for travelers seeking premium skincare and festive gifting options.

Frankfurt Airport, one of Europe's leading aviation hubs, is a strategic location for BABOR's Travel Retail activation as it aims to maximize brand awareness. The BABOR Advent calendar, a seasonal bestseller, offers a daily skincare ritual with 24 ampoules - each formulated to deliver targeted results and a moment of indulgence. BABOR's ampoules are internationally recognized for their efficacy and sensorial experience, making them a favorite among Gen Z and beauty enthusiasts alike. The travel sets provide convenient, high-performance skincare for those on the move, ensuring radiant skin throughout the holiday season.

These activations at FRA highlight BABOR's commitment to delivering exceptional brand experiences in Travel Retail and responding to the evolving needs of global travelers. By leveraging the festive spirit and the airport's international reach, BABOR strengthens its position and continues its dynamic growth in the Travel Retail sector.