

Lufthansa and BABOR announce partnership BABOR's skincare expert is now available in First and Business Class

- German brand Lufthansa and BABOR partner to elevate premium travel
- BABOR's expert skincare is available in First and Business Class from end of March 2026
- The partners are premiering a First Class in-flight skincare menu

Lufthansa and BABOR - two German brand icons unite in a partnership to elevate premium travel. As of end of March 2026, First Class guests will enjoy BABOR in-flight amenities that have been curated exclusively for travelers to care for their skin at high-altitude and beyond. Starting May, Business Class guests will also receive an exclusive amenity kit featuring BABOR products.

First Class guests' amenities include the DOCTOR BABOR Collagen-Peptide Booster Cream (15 ml), a high-performance moisturizer that helps improve the appearance of fine lines and supports resilience. This cream is the bestseller among the brand's DOCTOR BABOR line, which is a homage to BABOR's founder Dr. Michael Babor, a chemist, who invented the first product 70 years ago in a kitchen in Cologne. The amenity kit for Business Class includes a 5 ml lip balm and a 12 ml hand cream inspired by the brand's Soul & Body line. Its luxurious blend infuses a warm, elegant scent that delights the senses and intensively nourishes and moisturizes for a deeply supple skin.

"Lufthansa and BABOR are united by a unique commitment to innovation, heritage and excellent guest experiences." says Mirja Rousselle, Vice President Global Marketing at BABOR. "Together, we strive to transform travel into a personal experience, and for us this also includes care. Having these personal moments is invaluable in this fast-paced world."

"With BABOR as our new partner for our amenity kits in First and Business Class, we're demonstrating that our commitment to premium service doesn't stop at new seats and a new culinary concept—luxurious details like high-quality skincare make all the difference on board. Together with BABOR, we will offer our guests a unique feel-good experience above the clouds in the future," explains Michelle Mynhardt, Head of Brand Marketing and Customer Relations at Lufthansa.

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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The collaboration goes beyond regular amenity kits. The partners are premiering the first in-flight skincare menu that has been crafted for in-flight skin needs. Travelers flying First Class will be able to choose their favorite product from this menu and enjoy an indulgent moment of wellness high up in the sky. This menu includes an intensely moisturizing gel cream, eye zone patches, a high performing filler serum, eye cream and lip balm from the exclusive DOCTOR BABOR line. Also, all First-Class lavatories will be equipped with the refreshing BABOR Thermal Spray and the BABOR Body & Soul Agathist hand cream.

This partnership comes at a special moment: as Lufthansa celebrates 100 years of pioneering aviation in 2026 and BABOR marks seven decades of results-driven skincare expertise, both brands are focused not only on their heritage but on their vision to elevate premium travel. Through this collaboration of two of the most renowned German companies in their respective fields, exceptional in-flight service aligns with expert care to deliver a seamless journey of comfort, discovery, and indulgence.

About Lufthansa

The Lufthansa Group is an aviation group with operations worldwide. As the biggest airline group by revenue, it plays the leading role in its European home market. With 103,255 employees, the Lufthansa Group generated revenue of EUR 39,597m in the financial year 2025. The Lufthansa Group consists of the business segments Passenger Airlines, Logistics, MRO and Additional Businesses and Group Functions. The Passenger Airlines business segment includes the Network Airlines Lufthansa Airlines, SWISS, Austrian Airlines and Brussels Airlines. As part of a multi-hub strategy, they offer their passengers a broad range of flights from their hubs in Frankfurt, Munich, Zurich, Vienna and Brussels. Closely affiliated to Lufthansa Airlines are the regional airlines Lufthansa CityLine, Lufthansa City Airlines and Air Dolomiti as well as Discover Airlines, the Lufthansa Group's German holiday airline. Edelweiss, the leading Swiss holiday airline, is closely affiliated to SWISS. In addition, the Lufthansa Group purchased 41% of the shares in ITA Airways in the 2025 financial year and intends to acquire the remainder of the shares in this Italian network airline at a later date. Eurowings also belongs to the Passenger Airlines business segment. This airline provides a comprehensive range of point-to-point connections for short- and medium-haul destinations, in particular from German-speaking countries.

About BABOR

BABOR is the namesake brand of BABOR BEAUTY GROUP, a German family business, global player in the skincare industry and home to some of the most sought-after international beauty brands. BABOR stands for expert skincare Made in Germany. With production facilities and labs based at and near the headquarters in Germany, it has achieved to offer a unique proposition, the BABOR Trinity: high performance clinically inspired skincare that has maximum skin compatibility paired with indulging textures – created in the most mindful and sustainable way.

BABOR BEAUTY GROUP's portfolio also includes various private labels. The third generation of the owner family has been heading the company since 2014 – Dr. Martin Grablowitz and Isabel Bonacker lead the Board.