

BABOR celebrates its 70th anniversary with the largest customer event in the company's history

International gathering of partners from around the world

- German skincare brand celebrates its 70th anniversary with a clear commitment to a successful future built on partnership.
- CEO Horst Robertz: "With you, BABOR is in good hands. You are BABOR."
- The venue at the company's headquarters connects 70 years of corporate history with a clear vision of the future.

On 1 and 2 September 2026, BABOR celebrated its 70th anniversary with the largest customer event in the company's history to date. Held under the anniversary motto "in good hands," the event brought together customers and partners from Germany, Austria and Switzerland, the Benelux countries and international distribution markets — an event of a scale that was unprecedented for BABOR.

70 years — from a kitchen in Cologne to a global anniversary event

In 1956, chemist Dr Michael Babor developed the brand's first product in a kitchen in Cologne. Seven decades later, BABOR stands worldwide for Expert Skincare Made in Germany and, according to market research institute Kline, is the leading professional skincare brand in the European Union. The anniversary event reflected this remarkable development.

The company opened its headquarters in Aachen to customers, offering them an exclusive look behind the scenes. In the morning, the BABOR team welcomed guests in a former filling hall at the company's headquarters, where millions of BABOR ampoules had been produced over the decades. The event programme gave guests authentic insights into the brand universe. At various stations, they experienced first-hand what has defined BABOR for the past 70 years. One particular highlight was the exclusive behind-the-scenes tour of BABOR's laboratory, where scientists work every day to shape the future of beauty. At the heart of the anniversary celebration was BABOR's partnership with its customers and partners, which was honored with an exclusive evening event.

Looking ahead: the vision for the future

The second day of the event was dedicated entirely to BABOR's vision for the future. BABOR welcomed its guests to the BABOR BEAUTY CLUSTER in Eschweiler — one of the world's most advanced and sustainable cosmetics production facilities, into which the company has invested more than €60 million. The site is now home to the very machines that once operated in the former filling hall in Aachen. Today, they are producing the products of tomorrow to the highest sustainability standards.