

Team plants cherry trees at the BABOR BEAUTY CLUSTER

- 40 employees of BABOR BEAUTY GROUP grab a shovel
- Third tree-planting initiative at the production cluster in Eschweiler
- Five Tokyo cherry trees for the Dr. Leo Vossen Allee

BABOR BEAUTY GROUP's team has planted Tokyo cherry trees at the BABOR BEAUTY CLUSTER, finally turning the road leading up to the production facility, the Dr. Leo Vossen Allee, into an actual tree-lined avenue. It is already the third tree-planting team event at the company's production and logistics cluster. Previously, the team went to the nearby Eifel region: since 2020, BABOR BEAUTY GROUP employees have planted trees every year in the BABOR forest. Across roughly 100,000 square meters, beeches, oaks and maples now grow in this forest – 30,000 trees in total. Together they can neutralize more than 30,000 tons of carbon.

Horst Robertz, CEO of BABOR BEAUTY GROUP, lent a hand: "The BABOR forest in the Eifel has by now grown so well that it was time to bring our commitment to where we work every day: to the BABOR BEAUTY CLUSTER. With the Tokyo cherry trees, we deliberately chose trees that will also cope well with tomorrow's climatic conditions. A little foresight never hurts – neither in our investments nor in the planting of our premises."

The choice of tree species reflects the changing environmental conditions: Tokyo cherry trees are not only particularly valuable for local insect life, but once fully grown are also considered especially resilient to the region's increasing periods of heat and drought. Thus, with this planting, BABOR BEAUTY GROUP is not only promoting more green space on site, but also forward-looking, climate-adapted planting. The location where this team event took place, the BABOR BEAUTY CLUSTER, is itself an expression of BABOR BEAUTY GROUP's sustainability strategy: the state-of-the-art factory produces 99% fossil-free as it operates as an all-electric factory. The factory, for example, has its own energy storage system for self-generated solar power. The tree-planting events now visibly complement this commitment on the company's own premises.

About BABOR BEAUTY GROUP

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**BABOR
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The 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 Supervisory Board.