

BABOR returns to TFWA Cannes for the second time Expert skincare brand continues to expand its presence in travel retail and wins consumer award for “Best Skincare”

From 27 September to 1 October 2026, expert skincare brand BABOR exhibited at TFWA World Exhibition & Conference in Cannes for the second time. Following its successful debut last year, the brand is further strengthening its position in the international travel retail sector. This year's event brought a special highlight: BABOR received the TR Business Travel Retail Award in the category “Best Skincare, Haircare, Bath & Body Product”.

“We are excited to have won this award. What makes it so special is that it comes directly from consumers,” says Lara Schlüter, Director Travel Retail at BABOR. “It confirms that our strategy is working: we bring the unique BABOR brand experience directly to travelers and inspire them with expertise and quality Made in Germany.”

BABOR is the No. 1 professional skincare brand in the European Union and is continuing to expand its presence at airports, on cruise ships and in duty-free stores. Its return to Cannes was therefore a natural next step. This year, BABOR once again presented its expert skincare universe at the stand and invited visitors to enjoy a multisensory brand experience. Skin analysis, a product testing bar and an interactive game all contributed to a memorable trade fair and brand experience. The spotlight was on the iconic ampoules, one of which has now received an award: the winning product in the Travel Retail Award was the Nutri Restore Ampoule, a bestseller in the range.

About the BABOR BEAUTY GROUP

BABOR BEAUTY GROUP is a German family business, a global player in the skincare industry and home to some of the most sought-after international beauty brands. At the heart of its success is BABOR, a brand synonymous with Expert Skincare Made in Germany. The portfolio also includes a range of private label brands. At its headquarters, the company operates its own laboratories and manufactures products to high sustainability standards. Since 2014, the third generation of the owner family has led the company: Dr Martin Grablowitz and Isabel Bonacker chair the Board.

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