

ask for more



What does expert skin care with MORE effect actually do?

PRETTY CONFIDENT

MORE POWER UP
AMPOULE REVOLUTION
FOR INGREDIENT GURUS

MORE TRAVEL STYLE
COOL STYLES FROM
EUROPE'S CAPITAL

MORE MISSION POSSIBLE
THE SMART WAY TO
DO GREEN BUSINESS

SLOW AGING

A SEVEN-DAY POWER TREATMENT SERIES AGAINST SKIN AGING



+90% volume

GOLD VOLUME
AMPOULE

-93% wrinkles

PLATINUM LIFT
AMPOULE

+100% energy

ROSE GOLD ENERGY
AMPOULE

THE PRECIOUS COLLECTION

The process of skin aging begins in the cell. The Precious Collection from BABOR is designed to effectively counteract evolutionary cell degradation at precisely the point where the skin's natural maturing process begins.

The revolutionary seven-day ampoule power treatment series is based on highly concentrated active formulas.

In just three phases, it delivers visibly plumped, intensively toned, and youthfully radiant-looking skin.

BABOR

ASK FOR *more.*

*CONSUMER PERCEPTION SCORE BASED ON SELF-EVALUATION BY 42 WOMEN AFTER ONE WEEK OF TREATMENT WITH BABOR'S PRECIOUS COLLECTION AMPOULES AND REVERSIVE CREAM.

DEAR READERS,



moreeditorial

How

are you doing? Listening carefully to the answer to this question is probably more important now than at any other time in the past 65 years of BABOR history.

Taking care of each other, looking closely, listening, and acting with foresight. These family business values have been with us for three generations and are more relevant than ever before. They allow us to look ahead right now to give you MORE:

**"TRUE BEAUTY
RADIATES SELF-CONFIDENCE, BECAUSE
IT IS GENERATED WHEN YOU FEEL GOOD
IN YOUR OWN SKIN."**

The BABOR-belief

This is the feeling we want to create and celebrate. Even better, we want to celebrate it.

Because BABOR is celebrating its birthday – with product heroes that are part of our daily routine, with power, and with the self-confidence that we have MORE to offer than meets the eye.

Celebrate with us. We promise to always go one step further for you and courageously try new things. This magazine offers you a small insight. Above all, we promise: we listen! The skin reveals a lot about what is going on inside us. That is why our skin experts always provide individual advice – in person or online.

So, how are you doing?

Yours truly,

Isabel Bonacker
Vice Chairwoman of the
Board of Directors

Dr. Martin Grablowitz
Chairman of the
Board of Directors



LIKE A
SECOND
SKIN



MAISONNOÉE

BERLIN

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We cannot do it without these people

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ASK FOR MORE 5

BEHIND THE SCENES

MORE would not be as versatile without them: the **PEOPLE** behind the scenes. Therefore, we have decided to show them off



DR. ANDREA WEBER

The new Power Ampoules are subjected to vigorous testing. If the result of the last test is not perfect, it starts all over again. "German precision," says Dr. Andrea Weber, who is responsible for research at BABOR with her team. Find out more about Power Ampoules on [page 10](#)

KERSTIN POOTH

Marketing and communication expert! Check. Ice cream lover? Yes, yes, yes! With the vegan ice cream Tausendschön, Kerstin Pooth is reinventing ice cream! Find out more on [page 42](#)



DENISE KRENTZ

Among other things, the creative and talented photographer staged the perfect setting for the BABOR team: [Page 38](#)



KLAUS REDOMSKE AND TIM WALLER

BABOR chiefs in Asia and North America told us about the beautiful partners you can admire on [pages 40 and 41](#). Love my job? Those two for sure!

PETER BAY

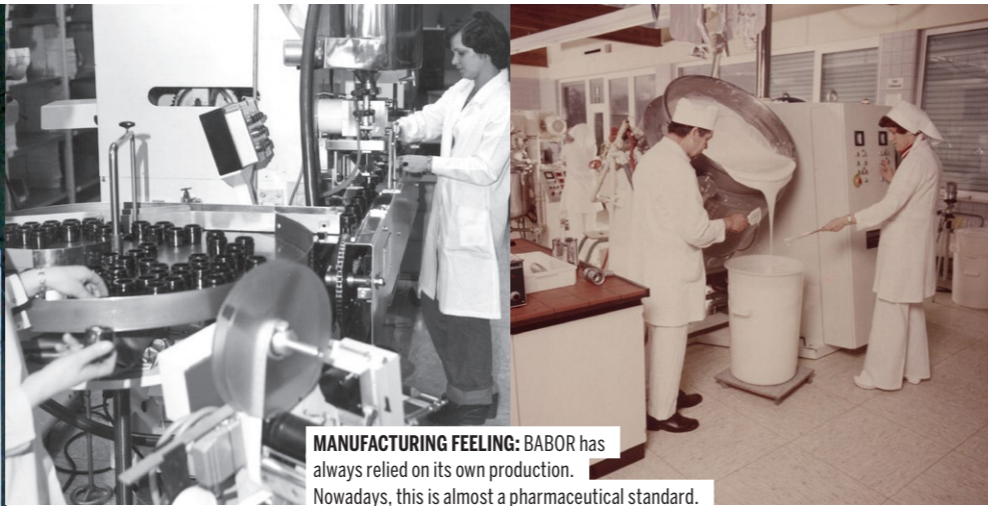
Designed in New Zealand! For the past four years, Peter Bay has been responsible for the design of the MORE magazine. He was already working remotely when the rest of the world still ran to the office. The Hamburg-based art director moved to New Zealand in 2009 and designs MORE from there. When he is not designing, he helps his wife on their amazing herb farm (www.phytofarm.co.nz).



PAGE 14
The unexpected powers
of a TOUCH



RESEARCH
BACKGROUNDS
TRENDS



MANUFACTURING FEELING: BABOR has always relied on its own production. Nowadays, this is almost a pharmaceutical standard.

HAPPY *65 years of skincare expertise.* BIRTHDAY, *And MORE* BABOR!



Retro? Original! **HY-ÖL POSTER** from the early years.



ASK FOR MORE



Traveling in style for the love of **BEAUTY.**

www.babor.com

In 2021, an anniversary year, BABOR is celebrating its 65th birthday, looking back with pride and looking forward with confidence. The brand claim says it all: ask for more.

To mark the company's **birthday**, BABOR is treating itself to a makeover. Leveraging tact and sensitivity, the brand is honing its profile and, in particular, aims to put its "ask for more" claim squarely in the spotlight.

HOW IT ALL BEGAN

In a kitchen in Cologne back in 1956, biochemist Dr. Michael Babor developed HY-ÖL, a revolutionary oil-based facial cleanser – and in doing so, he laid the cornerstone for the BABOR company. In the swinging 60s, BABOR aptly came into full swing.

The Vossen family of entrepreneurs acquired the small cosmetics company and brought it to Aachen. They transformed the scientist's idea into a brand that is now in demand worldwide. Today, BABOR is the number one professional skincare brand in Europe and the first choice for consumers in the field of expert skin care. That push for MORE is making its presence felt in the company's birthday year, too.

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Organic meets medicine – **BABOR** has always remained true to this philosophy.

MORE BEAUTIFUL YEARS TO COME

A 65-year success story and smart plans for the future? It goes without saying that the management at BABOR is also looking to the future with confidence: "For 65 years, BABOR

has been a think tank for innovation in beauty and has repeatedly been ahead of its time," reflects Michael Schumbert. "As a result, the 'new luxury' of sustainability has gone from trend to must-have – across all industries.

For BABOR, sustainability has been part of its DNA from the very beginning. We began as 'biomedical cosmetics'. That was in 1956, when the term sustainability didn't even exist. Today, that approach is more forward-looking than ever – especially when it is paired with products that really work."

For beauty fans all over the world, that means that in 2021, everyone can look forward to even MORE beauty from BABOR. More beauty performance. More sustainability. More professional skincare expertise. More self-confidence.



LET'S CELEBRATE!

The exclusive **CELEBRATION SET** contains 10 product favorites, looks very elegant, and is available at a special birthday discount.

ASK FOR MORE

8D Power activated!
Diagnosis: **WOW!**



W

With 8-fold precision power, the HYALURONIC ACID POWER AMPOULES stimulates and gives skin the ultimate beauty boost. This precision is achieved by combining eight different ultra-high molecular weight, extremely low molecular weight, and cross-linked hyaluronic acids that penetrate the skin at different depths and thus activate at different levels. Sounds complicated? ... Well, it is. However, it's an effective solution to give skin instant, visible results.

We only need to remember one thing: it is effective.

And impressive. The Hyaluronic Acid deeply penetrates all layers of the skin, stores it there, allowing skin to stay plumper, longer. This super ampoule is just one of six power

ampoules that are now providing revolutionary effects.

Meredith and Mc Dreamy, J.D. and Elliot. DOCTOR BABOR and AMPOULES. Power couples with doctorates now finally transcend our favorite series. One thing is becoming reality. Precise, highly effective beauty reality. The medically inspired cosmeceutical series DOCTOR BABOR meets an icon: the ampoules.

Cosmeceuticals represent the most precise high-performance cosmetics – in essence like prescription medicine. And just like doctors, they target problem areas and combat symptoms – e.g. irritations, extremely sensitive or dry skin. Ampoules focus on instant effect. In their glass vault, they contain 2 ml of active ingredient serum for a single application – extremely pure and perfectly dosed. Combining both results in ampoules with the power of a cosmeceutical. Each of the six POWER AMPOULES focuses on one active ingredient. For ingredient aficionados, the line-up reads like a who's who of modern skincare research: Peptides, ceramides, beta-glucan, retinol, vitamin C, or hyaluronic acid. All ampoules are vegan and free of parabens, microplastics, and silicones. They provide the necessary boost to every skincare routine.

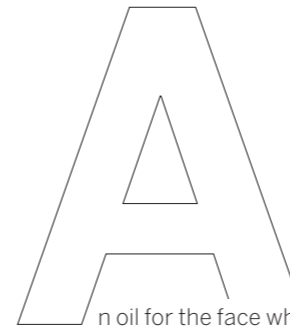
Diagnosis: WOW.

POWER UP!



HEROINES

1956 REASONS to ask for more. *Three of them have their own hero stories.*



n oil for the face when the world turned to soap. Active concentrates in small glass vials when this was only a common practice for medical products. A cream so delicate that nobody would ever think it could be packed with highly effective ingredients.

Celebrating 65 years means 65 years of skincare research, expertise, and experience. It means challenges with occasional failure, but also courage and success. In 65 years, the brand has written quite a few heroic stories. Europe's leading professional cosmetics company therefore confidently presents 1956 reasons to celebrate. Three of them are all-time favorites and heroes in the product line: The legendary HY-ÖL, the iconic Ampoule, and the Collagen Booster Cream – everybody's favorite.

1 THE LEGEND

BABOR's liquid gold still takes center stage. It was the first product and is still a bestseller today. After all, the bi-phase cleansing in a single treatment is a signature step unique to BABOR. The hydrophilic oil is applied to the dry skin, where it dissolves oil-soluble particles. Next, the phytoactive ingredient targets the skin's unique requirements. Then the magic happens: massaged in with damp fingers, a milky emulsion emerges to reveal soft, clear skin.



2 THE ICONS

Ampoules are true icons of the beauty routine. 2 ml of perfectly dosed active ingredients, sealed in a glass vault.



Each ingredient exerts an instantly noticeable effect. The liquid high-tech vehicle ensures that the active ingredients pass through the skin barrier more rapidly, allowing them to precisely boost cell activity in the deepest layers

of the skin. With technologically optimized, natural active ingredients encapsulated in the smallest molecules, they arm the skin to tackle the challenges of life. In seven days, they produce impressive, visible results. In 21 days, ampoules transform the skin for good. A true German masterpiece.

Celebrating 65 years means 65 years of **skincare research**

3 THE FAVORITE

Science can be quite delicate. The Collagen Booster Cream from the DOCTOR BABOR LIFTING CELLULAR series contains a multi-active hyaluronic acid complex that intensively plumps up the skin. It also contains the specifically engineered Collagen Booster Peptide. It has a biomimetic effect, which means that it emulates and triggers



natural processes in the skin that are comparable to wound healing. It stimulates the fibroblasts, which are responsible for collagen production, causing the skin to firm up again on its own and gain more volume. Pretty clever, isn't it? Definitely! This is the result of 65 years of experience.

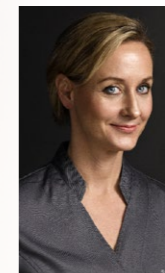
TOUCH MEETS TECH

REDISCOVERING
the touch



hug. An encouraging pat on the back. A comforting stroke across the cheek. No other form of communication is as universal as touch. No other form is as precious.

Touch is the first sense humans develop as children, and it probably remains the most emotionally significant for the rest of our lives. There are 3,000 receptors in our fingertips alone. As a treatment development expert, Elena Helfenbein understands the power of touch: "Touch can lower blood pressure, increase the heart rate, cause hormones to be released, or neuropeptides to become active." BABOR's experts use this information to optimize the efficacy of skincare products in a treatment.



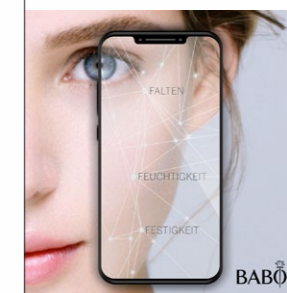
Skin expert **ELENA HELFENBEIN** is in charge of treatment development at BABOR

But a treatment can achieve much more. "We now understand better than ever before that a treatment is a unique experience. Of course, the performance of the products is important, but it's also about the very special, emotional performance of a touch," says Helfenbein.

The past few months have officially catapulted digital offerings into the future, even in the beauty sector. "That's good and important," says the beauty expert. "An online skin analysis based on artificial intelligence is an awesome service. Easy to use and great advice."

The online skin advisor combines innovative developments in artificial intelligence with BABOR's expertise. It analyzes the personal skin condition in real time and arranges the perfect skincare tailored to the user's individual needs. Based on a selfie and skincare goals, the tool analyzes 15 different parameters.

However, Elena Helfenbein is certain that this tool cannot replace a visit to a beauty salon. There are 3,000 receptors in our fingertips prove her right, especially when they gently stroke the delicate skin after a treatment. Only a touch can achieve this satisfaction.



STAY-AT-HOME SERVICE: the online skin consultation.

INFO

Some specials, such as the **PROFESSIONAL RICH VITALIZING MASK**, can only be experienced in a real-life treatment.

SHORT CUTS BEAUTY

in a nutshell: trends and more

One drop unleashes the wonders of nature

With the trend-setting women's fragrance

A DROP D'ISSEY, Issey

Miyake opens up new perspectives for us. The eau de parfum is inspired by a drop of water, which acts as a magnifying glass to reveal the wonders of nature and make us aware of the details. At the center of this feminine, floral fragrance composition is a new interpretation of lilac blossoms to unfold a flowery note with gentle hints of almond milk and musk.



RADIO FREQUENCY WHAT'S THAT?

Radio frequency is THE trend this beauty year. This treatment targets the wrinkles in your mouth and eye area by using radio frequency.

The high-tech miracle boosts formation of new collagen, increases microcirculation, and thus provides the tissue with optimal nutrients and oxygen.

The skin appears firmer and smoother. Say goodbye to dark circles and puffiness. The best part: The treatment only takes 20 minutes and is perfect for on-the-go.

TRÈS BEAU, MONSIEUR. THE SKINCARE BOOST FOR THE SKIN.

Men want skincare for vital and strong skin, but they want it to be uncomplicated and effective. That is precisely what BABOR MEN Ampoules can do: 2 milliliters. 10 seconds. Pure active ingredient power. The Instant Energy Ampoules are packed with what demanding men's skin needs: caffeine with an immediate energy-boosting effect and triple-strength hyaluronic acid. They target areas that matter most



— skin deep. People who are looking to go even deeper can forget about time pressure and deadlines with a facial. Also available as a quick treatment during lunch breaks.



PRO – GIVE IT A TRY!

With the two new cleansers, the expert skincare **DOCTOR BABOR PRO** has even more highly concentrated professional power! With the efficient action of acids, they are the perfect upgrade to the daily cleansing routine. The **AHA Acid Cleansing Lotion** (for drier, dehydrated skin) and the **BHA Acid Cleansing Gel** (for oily, blemish-prone skin) cleanse, exfoliate, and tone in one step. Subsequently applied active ingredients perform better. Available from October on. Then the motto will be: Let your skin glow!

www.babor.com

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Fresh, fresher, **ARMARGENTUM** – the sunny styles of the sustainable brand



FASHION PERSPECTIVES ACCESSORIES

www.babor.com

ASK FOR MORE

17

MAYA JUNGER

PREETI MALKANI

ISABEL BONACKER



MORE
EMPOWERMENT.
TOGETHER!

Joint
charity edition with
fashion label **SET**

B

auty meets Fashion meets Empowerment. The limited-edition BABOR x SET charity set includes the high-performance BABOR AMPOULE SERUM CONCENTRATES and an empowering T-shirt from SET to celebrate women. The two partners will be donating a portion of the proceeds to Women for Women International, an organization that supports women in crisis regions.

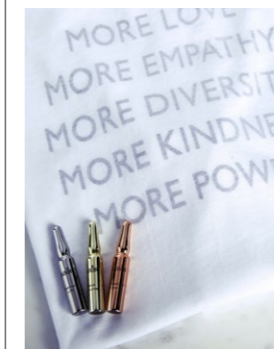
BABOR and SET have designed the BABOR x SET limited edition as part of their cooperative partnership. It includes the BABOR Precious Collection, a high performance seven-day ampoule treatment series, and a white statement T-shirt by SET. The T-shirt and the ampoule packaging convey the message: Ask for more. More love, more empathy, more diversity, more kindness, more power.

**EMPOWERED WOMEN
EMPOWER WOMEN**

At the heart of the joint project is BABOR's claim "Ask for more". It urges women all over the world to be confident and authentic and to realize their full potential. After all, empowering women is an issue that is near and dear to the hearts of both of these partners.

**TWO CORPORATE PARTNERS.
ONE NON-PROFIT ORGANIZATION.
THREE POWERFUL WOMEN.
FOR MORE EMPOWERMENT.**

Isabel Bonacker is a co-owner of BABOR. "We have thousands of strong female entrepreneurs at our side – the cosmeticians in the institutes. Empowerment is built right into BABOR's DNA - and in mine."



Powerful message: **CHARITY BUNDLE** with ampoule treatment series and statement shirt.

Maya Junger is the founder of SET. "I design for the modern woman, who is diverse and multifaceted: She is strong yet emotional, determined and courageous, feminine and tough. She's in the prime of her life and she knows what she wants."

Preeti Malkani is the co-founder of Women for Women International in Germany. "As a woman I'm also a sister to other women. It's our way to express that as women, we are strong when we support each other."

Together, the three women invite people to question the status quo and go one step further. In other words, to ask for more. In crisis regions and in everyday life.



Hopeful in Iraq: Participants in the **WOMEN FOR WOMEN INTERNATIONAL** program



*THESE ARE THE
ACHIEVEMENTS*

*Two classes of 25 women each are able to participate in a year-long **EDUCATION PROGRAM** in project countries affected by war and conflict.*



EACH ONE OF US CAN CREATE CHANGE

Interview with **PREETI MALKANI**,
volunteer executive director of Women for
Women International in Germany.

D

ear Preeti, what does Women for Women International do?

When war breaks out, women often suffer most. They experience trauma, sexual violence, and the death of their loved ones. When the conflict is finally over, the world moves on and the women are left behind to rebuild their families and communities. Women for Women

International supports women living in some of the most dangerous places in the world. These women enroll in our one-year program. In it, they learn how to earn and save money, improve their family's health, and have their voices heard – at home and in their community.

How exactly does this work?

We design advanced training courses that are specifically designed for the culture and country in question. To do this, WfWI uses the existing infrastructure in the crisis countries. Many of the women who are accepted into the program are widowed and have several children.

What happens when the women leave the program again?

We know from statistics that a woman who participates in our program brings four others with her on average. Victims have become role models through the program because it allowed them to feed their families, perhaps build a small business, and pass on their knowledge to others.

WOMEN FOR WOMEN INTERNATIONAL

Since 1993, the organization has helped more than half a million marginalized women, who survived the wars in Afghanistan, Bosnia and Herzegovina, the Democratic Republic of Congo, Iraq, Kosovo, Nigeria, Rwanda, and South Sudan. Sponsors, also called "SISTERS", include Oprah Winfrey, Meryl Streep, Annie Lennox, and Helen Mirren. In 2018, Preeti Malkani brought WfWI to Germany and made it her mission to raise awareness for her mission in this country.

WWW.WOMENFORWOMENINTERNATIONAL.DE



BABOR

MORE SKINCARE MAKE UP

BABOR presents the **world's first foundation with the active ingredient power of AMPOULE SERUM CONCENTRATES**. This diverse range has a foundation for each skin need to: mattify, moisturize and reduce the look of fine lines and wrinkles.

With a wide variety of shades and textures, the liquid foundations create a natural finish thanks to the perfect symbiosis between skincare and make-up.



ASK
FOR
MORE



The "DELUXE" dress designed with a stepped skirt with ruffles



The feminine "DEA" dress is the perfect choice for any occasion

SUNNY-CRUSH

This fresh look makes us subtly outshine the sun rays: fashion brand ARMARGENTUM reveals the trend for sunny days

Tip for the "DIELLA" blouse: wear it with knee-high boots or extravagant sandals



The romantic style of the "DARISHA" dress makes quite an impression

LIGHT, FLUFFY, COMFORTABLE is the fashion motto this year. But we are not talking about sweatpants! Bows are back – on dresses and blouses. With "SKIN LOVE" EFFECT: The unusual cotton blend is skin-friendly and provides an extraordinarily delicate feeling thanks to a specific fiber technology.

WAKE-UP CALL FOR THE SKIN

STEP 3

Better Brows, More Wows! Brow Mascara creates perfect eyebrows – apply it loosely to fill in and lift eyebrows naturally.

Get rid of dull-looking skin and bring on the fresh complexion! The perfect make-up that generates a glow in no time. **BORIS ENTRUP**, co-creator of the new BABOR make up line, demonstrates how it's done.



STEP 1

For buttery skin that feels like it was just pampered by the esthetician.

Apply a few drops of liquid foundation to the skin, selected according to skin type and desired finish, and apply concealer under the eyes. Blend well – so dark circles disappear in an instant! For a visual lifting effect, apply the concealer under the inner corner of the eye and parallel to the outer edge of the eye and blend upward.

STEP 4

Beautiful Eyes.

Apply a dark shade to the crease of the eyelid and shade it in from the inner to the outer corner of the eye. Apply the lighter shade to the moving eyelid. Accentuate with the lightest shade under the eyebrow and in the inner corner of the eye. To give your eyes that perfect look, apply some mascara.



STEP 5

A kick of freshness. Lip Oil is applied to the lips as a finish.



STEP 2

Now it's time for the finish: Setting with the Beautifying Powder. Apply Shaping Powder with a contour brush and shade.

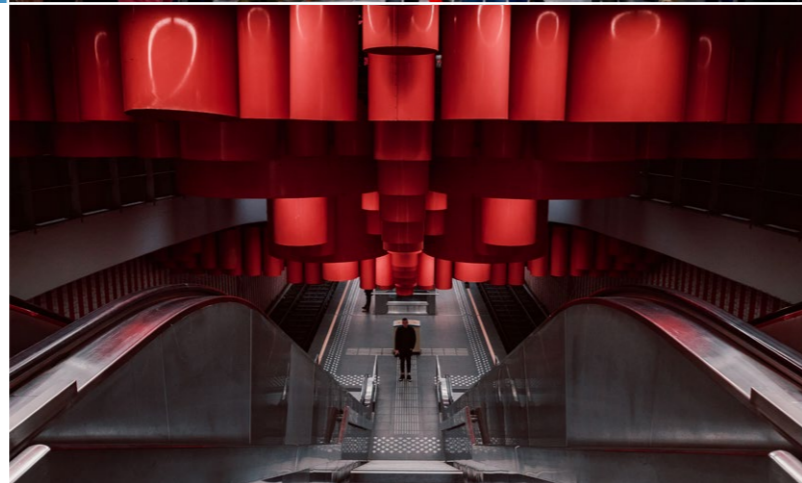
FOLLOW-UP QUESTION:

WHAT EXACTLY ARE THE LIQUID FOUNDATIONS? "BABOR's new foundations contain the powerful active ingredients of the iconic Ampoule Concentrates," says **Boris Entrup**. "Depending on the skin's needs, they mattify, moisturize, or reduce wrinkles. Thanks to the perfect fusion of skincare and make up, a broad texture and color assortment of liquid foundations offers a unique solution for every skin type."





If we cannot take a quick flight to the trendy districts of Brussels, we will just bring their looks home. **SARAH VAN STAHEY** is the owner of the PR agency comPRendo in Belgium and shows MORE magazine the style and vibe of the capital.



ON A STYLE JOURNEY IN BRUSSELS!

PHOTOS: UNSPLASH (3)



shop

DANSAERT is the hip part of the city. Trendy and stylish with a real buzz. In the chic boutiques you can find pieces by Belgian designers like Annemie Verbeke.

style



COOL DOUBLE FEATURE: French chic meets Scandinavian minimalism. But always very relaxed.

High-quality porcelain cup by **MAISONNOÉE** for coffee to go.

Fashionable centerpiece: Brown shoulder bag with precious Ice Gold by **RIANI**.



Outfit by **OUI**: Trendy, fun-loving, and effortlessly stylish, it matches the uncompromising individualism that distinguishes the woman of Brussels.



eat

Fine Dining. Celebrity chef **ISABELLE ARPIN** is known for her colorful creations with elegantly salty, sweet, and spicy flavors that she blends into a complex meal. Yummy!



beauty

In the midst of the pulsating multicultural metropolis, between diplomatic conventions, premium modern art exhibitions, trendy bars, and boutiques lies the **BABOR STORE** on Rue Antoine Dansaert. Hip and elegantly designed with velvet and marble contrasted by gold and brass glitter, the store makes you crave a whole new beauty experience.

see

Through the flower. A huge colorful carpet of hundreds of thousands of flowers adorns the **GRAND PLACE** in the center of the city.



LET'S GRAB IT

... and put it in the bag designed by **MARINA HOERMANSÉDER**

The Austrian designer is a business mom all the way. In November 2020, she became a mother to her daughter Lotti Zoé Miami. In her job, the internationally acclaimed designer presents her collections at the Berlin Fashion Week and on Germany's Next Topmodel, among others. Behind every successful woman is a well-stocked purse. Marina reveals what's inside her purse to us!

AND IN THE BEAUTY BAG?

Marina's most important essentials are eye pads for a quick touch-up. Also a little ampoule to make the skin glow instantly. Because sleep is in short supply and no longer works as a beauty secret.



Marina's signature design: **THE STRAP SKIRT**, a tight skirt made of rigid leather strips crisscrossed and decorated with buckles.



The favorite fragrance **#HASHTAG** by 27 87 Perfumes Barcelona



A small **HELLO KITTY** coin purse



The **DISINFECTANT** is designed by Marina's brand



SKINOVAGE Refreshing Eye Pads and **DOCTOR BABOR REFINE CELLULAR GLOW BOOSTER BI-PHASE** Ampoules



KAUFMANN'S CHILDREN'S CREAM for the lips



TEAM MICRO-BAG? It's going to be colorful! We can carry MORE with BABOR's stylish statement bags. They have room for all the things you simply cannot live without.



A little **CRINKLE CLOTH ANIMAL** and **DIAPER CHANGING KIT** for Lotti



SHORT CUTS STYLE

in a nutshell: trends and more

HAIR STYLING: GENTLE, CHIC, AND WIRELESS

Cutting-edge technology, less hair damage, and comfortable handling: The **DYSON CORRALE** hair straightener promises everything we want for perfectly straight hair. Flexing plates adapt to the hair for enhanced styling without high temperatures. Very convenient: The cordless device can be used for hair styling anywhere and anytime.



GET GLOWING.
THE WORLD NEEDS YOUR MAGIC.
WWW.INSTAGRAM.COM/FEMBERCLUB/



THE LOOK OF

MODERN LOVE

With its iconic jewelry pieces, Tiffany & Co. celebrates love in all its splendor. It is complex and limitless: modern love. Be it self-love, the love of a partner, or the love within a family. As an emotion, it is as multifaceted as it is unique. The iconic Tiffany T collection, designed with graphic angles and clearly defined lines, is based on this concept.

STYLING TIP: It combines delicate jewelry with larger designs for an unexpected look — like the elegant rod-shaped earrings with the T One ring.

WHO RUNS THE WORLD? GIRLS!

Women need women: as supporters, as investors, as mentors. That is what they hold in their own hands. Mutual empowerment!

WIN! WIN! WIN!

To set an example for gender diversity, **LOOKABE** has designed this statement shirt. Wear the t-shirt to show off what you believe in. Send an email to win@babor.de to win. Terms of participation and information on data protection at www.babor.com/lookabe.



Unleash beauty

Glycoside ... doesn't really sound sexy — but the effect is. The powerful active ingredient attacks wrinkles at their source: inside the cells. They are better nourished, remain active longer, and age more slowly. Slow Aging Deluxe!

BABOR HSR LIFTING

relies on this efficacy to combat all types of wrinkles and prevent new ones. Packaged in elegant golden crucibles, the creams are THE luxury accessory in the bathroom.

A product line update will be available in October.



www.babor.com



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DOWN UNDER is now
high on the bucket List

Life

PEOPLE TRAVELING LIVING

PHOTO: UNSPLASH

www.babor.com

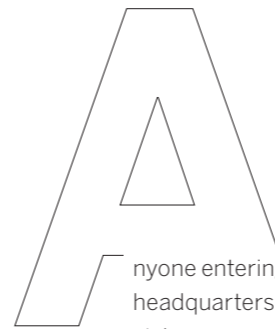
ASK FOR MORE

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ON A GREEN

Dr. Martin Grablowitz and Isabel Bonacker are the third generation to run BABOR. Since they took over management in 2014, the brand has appeared greener. "Fake news", the owners declare with a smirk. Say what? In MORE magazine, they tell us what they mean by that.

MISSION



Anyone entering the BABOR brand headquarters is greeted with a special message: "Welcome to a climate neutral company!" it says on the floor. Thanks to the collaboration with Climate Partner, BABOR has been carbon-neutral since the beginning of 2020. On to the elevator. "This elevator is powered by green electricity," it says. And if you take a moment to freshen up, you learn more while washing your hands: "Isn't it water... uhm ... wonderful?" "Our electricity comes from hydropower." The shipping department, which is just as transparent at the headquarters as the production department, proudly proclaims: "These packages are delivered by a green mail carrier." Various sustainable aspects are literally encountered at every turn. So then, why fake news?

"Well, it's not actually news at all," clarifies Dr. Martin Grablowitz. "Sustainability is deeply rooted in the BABOR DNA. The balance between science and nature has always been important to us. After all, we once started out as a biomedical natural cosmetics company." That was in 1956, when "organic" and "natural" were not necessarily in style. BABOR was a man of conviction. "My grandfather believed in active ingredients from nature and in sustainable business operation. He taught us to pay attention to the little things that make a difference. Since I was four years old, I've never left a

room without turning off the lights." The fact that Martin Grablowitz has sustainability with all its facets deeply ingrained in his entrepreneurial heart can be felt when he speaks.

"The aspects of our sustainable philosophy are only more visible today because we've linked them to very specific, measurable goals in our GREEN AGENDA," adds his cousin Isabel Bonacker. "That's the real news: We want our success to be transparently measured by these key figures."

For example, BABOR has calculated the complete carbon footprint as outlined in the scientific standard of

"Sustainability is a top priority for us"

the Greenhouse Gas Protocol – from A to Z, from raw material suppliers to employee travel times. Based on this analysis, BABOR has set the quantitatively measurable target: "By 2025, we want to reduce CO₂ emissions by 50%," explains Bonacker. The target is not the only things that is visionary – it is also the way it is monitored: "In a digital CO₂ dashboard, we monitor daily how we are managing to reduce our CO₂ emissions." A commitment that has already attracted the attention of global corporations. Mobility programs for employees make a contribution to the actual CO₂ reduction; after all, employee mobility accounts for more than 40% of CO₂ emissions.



"For example, we have e-pumps where employees can charge their electric cars free of charge – with green electricity, of course – and we are working on a



Sustainable management was ingrained in us since birth: BABOR owners **ISABEL BONACKER** and **DR. MARTIN GRABLOWITZ**.

green vehicle fleet," reports Martin Grablowitz.

Sustainability is a mindset in the company, and it is at all levels. Grablowitz: "Our employees are constantly looking for better alternatives. As an entrepreneur, you have to give them the freedom to do so; or better yet – you have to encourage it. And you have to be able to withstand setbacks." It requires solid infrastructures. An interdisciplinary sustainability board ensures that the goals of the GREEN AGENDA are adhered to and updated. "Incidentally, it is headed by Managing Director Horst Robertz. Sustainability is a top priority for us."

THE TARGETS OF THE GREEN AGENDA

50% LESS CO₂ by 2025

30% LESS

VIRGIN PLASTIC by 2023

All new formulations FREE FROM MICROPLASTICS and synthetic polymers

More information about the sustainability initiatives can be found in the

SUSTAINABILITY REPORT

LET'S CLEAN UP

THIS PLANET

Soon beautiful and blue again: the **DANUBE**

The Danube is an extraordinary river. It connects ten countries with very different cultures. On its long course, it takes on all the forms that a river can have: from almost stagnant water to a raging torrent. Unfortunately, it also takes on a new, ugly form: in some places it is a river full of plastic.

Unfortunately, this is not an isolated case. Every year, 11 million metric tons of plastic enter our oceans – much of it via rivers. “The global issue of plastic pollution can only be solved together. Partnerships are crucial for

this effort,” says Marcella Hansch, CEO of everwave. The green startup (which, just like BABOR, hails from Aachen, Germany) wants to make a difference with the help of special cleanup technologies.

To achieve this goal, a partnership was formed between everwave, the

CEO and Visionary: **MARCELLA HANSCH** founded everwave



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Audi Foundation for the Environment and BABOR. In April, an everwave garbage collection boat collected waste floating in the Danube on behalf of BABOR and the Audi Environmental Foundation.

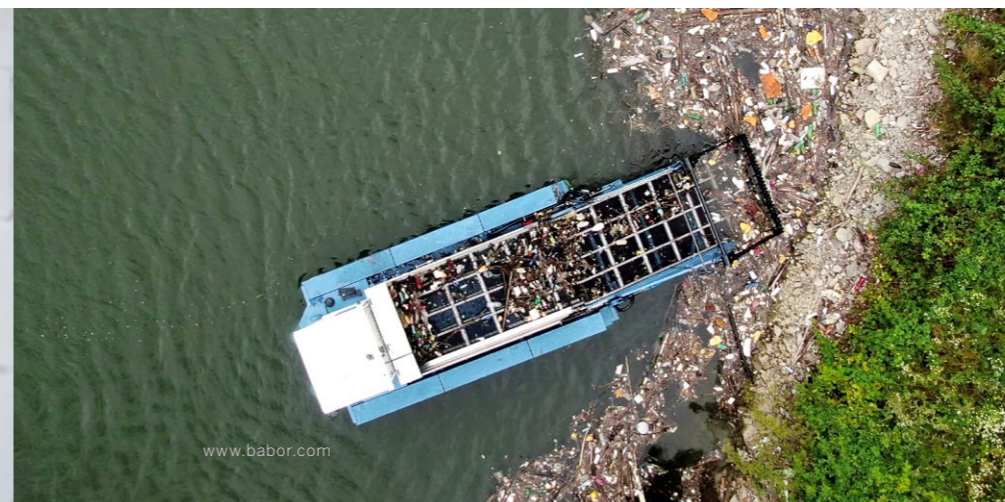
Social media users of BABOR and the Audi Foundation for the Environment voted on a name for the boat: Clean Future. A lot of work had to be done to justify that name. Several metric tons were collected during the operation near Belgrade,

SUSTAINABILITY KNOWS NEITHER NATIONAL NOR INDUSTRY BOUNDARIES

Serbia. They will now be sent for recycling at that location. “Sustainability knows neither national nor sectoral borders. Even a global pandemic has no influence on the critical situation our planet is facing,” says Managing Director Horst Robertz. “For us, it’s only logical that we want to make our contribution with like-minded people.”

Hence, the Clean Future continues to float to restore the Danube to what it is known for – beautiful and blue.

TRASH COLLECTION BOAT in action



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INFO

everwave is an environmental startup committed to closing the **PLASTIC LOOP**: The startup aims to prevent waste from entering the oceans with river platforms and trash collection boats. The trash is then recycled into new products through environmentally friendly processes.



THE BABOR BEAUTY CLUSTER

“We’re building the most sustainable COSMETICS FACTORY in the world”

“Market leader and ampoule world champion. Leading professional skincare provider in Germany and Europe! We can do superlatives,” Babor Managing Director Horst Robertz tells us. “Most importantly, we can offer quality made in Germany. And that’s why we’re also building the most sustainable cosmetics factory in the world.”

The chemical engineer, who has been responsible for operations at Babor since 2008, is not really the type of person who focuses on superlatives. Straight. Level-headed. Efficient. These are the attributes associated with Horst Robertz at Babor. But when it comes to Babor’s sustainable vision, which is becoming a reality just a few miles

from the headquarters, he definitely speaks in superlative terms. MORE asked why.

What exactly does Babor have in mind for the new production site?

We want to offer our employees perfect working conditions, we want to implement our sustainable philosophy, and we want to raise quality made in Germany to a new level. We have a lot planned.

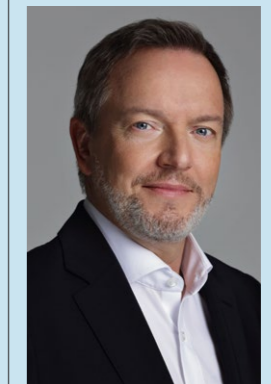
What does that mean specifically?

Basically, it has become a bit cramped at our headquarters. Babor is successful and growing. Starting in summer 2021, the Babor Beauty Cluster will be built on 60,000 square meters (15 acres). It will provide everyone from logistics, bottling, and quality assurance with a new, state-of-the-art workplace. Our goal is for the building to be largely energy self-sufficient – in other words, to produce the energy it needs itself.

We will accomplish it by installing a photovoltaic system on the roof and heat pumps.

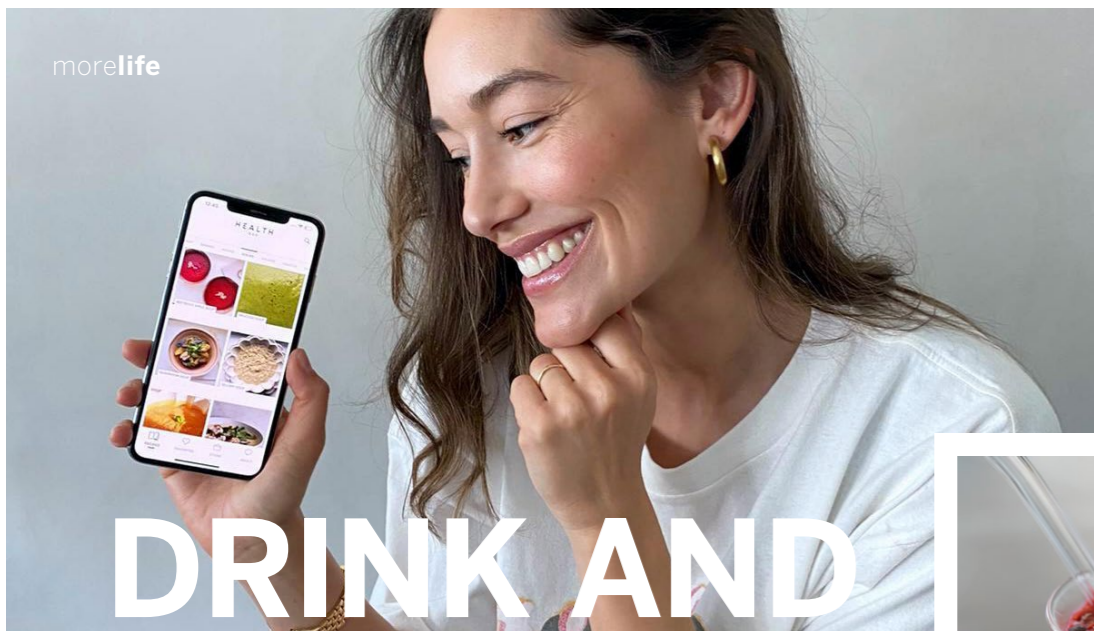
Is now the right time for such an ambitious project?

As a family business, we operate very sustainably. The current situation demands perspectives, not stagnation. This is actually the largest investment in the company’s history, but we are making a statement for quality made in Germany and for securing the future of the company.



When Babor CEO Horst Robertz is not building sustainable cosmetics factories, he is responsible for production, procurement, and research.





DRINK AND BOOST

When we are looking for delicious and healthy recipes for the healthy glow, Anna Schürle and her “Health Bar” app are the perfect place to find them. Anna has been passionate about clean eating for over 10 years. She is the founder of the app and reveals her personal tips and a smoothie recipe for beautiful skin to MORE magazine.

MORE: Can you tell us your must-have items for healthy skin?

I make sure I drink at least half a gallon (2 liters) of fluid a day, get enough sleep, and I try to avoid too much stress. A big glass of lukewarm water with a teaspoon of apple cider vinegar is now part of my daily morning routine. Rather quickly,

it had a tremendous effect on my body and skin.

MORE: Do you have any Don'ts?

I eat a 90% vegan diet, which has improved my skin extremely. Accordingly, I avoid dairy products and meat. I have also completely eliminated white, refined sugar from my diet.

MORE: A quick recipe for your skin?

I love my anti-aging smoothie. The red berries contain many antioxidants that counteract skin aging. The beta carotene they contain gives you a fresh complexion. By the way, the drink is also perfect for a quick bite in between and provides a solid energy kick!

This **HAPPY ANTI-AGING DRINK** by Anna Schürle is a true glow booster



THE RECIPE (for 1-2 glasses)

Ingredients

- 400 ml (13.5 fl. oz) vegetable milk
- 250 g (8.8 oz) mixed frozen berries
- 1 tsp beet powder
- 1 Just a trace of vanilla
- 2 tbsp maple syrup

Toppings

- 1 pinch of cocoa nibs
- Goji berries

Preparation

Mix all ingredients in a blender until they reach a creamy milkshake texture. Pour it into a glass and garnish it with toppings of your choice.

TAKE IT SLOW

HYGGE and Beauty

Denmark is known to be home to the happiest people. Their secret: Hygge. The Scandinavian philosophy of enjoying, appreciating, and savoring all aspects of life makes the Danes carefree and happy optimists.

Dermatologist Dr. med. Yael Adler also believes in happy aging. Her recipe for slow aging is our lifestyle. Eggs, fish, tofu, nuts, and bone-based broth boiled for hours, for example, are good sources of protein to control the cell functions

of our body. If you want to do something good for the mitochondria – the power plant of the cell – you can replenish your micronutrient storage with omega-3 fatty acids from fish or algae oil and take fasting days here and there. Sugar, flour, and milk, on the other hand, can overload our tissues with sugar and lead to inflammation. Also: “If the gut is healthy, then the skin is also healthier and better,” says nutritionist Yael Adler.

She recommends taking probiotics, because they aid digestion and push the immune system.



Nobody talks about it! **DR. MED. YAEL ADLER** is a physician for skin diseases and, as such, is confronted with taboo topics of her patients on a daily basis. It includes the fear of aging.



HYGGE BEAUTY RITUAL

For perfect self-care, schedule brief bome spa moments into your daily routine. MORE recommends **BABOR SPA SHAPING DRY BODY OIL** with valuable natural ingredients. Absorbs quickly and leaves the skin feeling velvety soft without being greasy. At the same time, an elegant fragrance of orange, mimosa, cedar, amber, and musk indulges the senses.

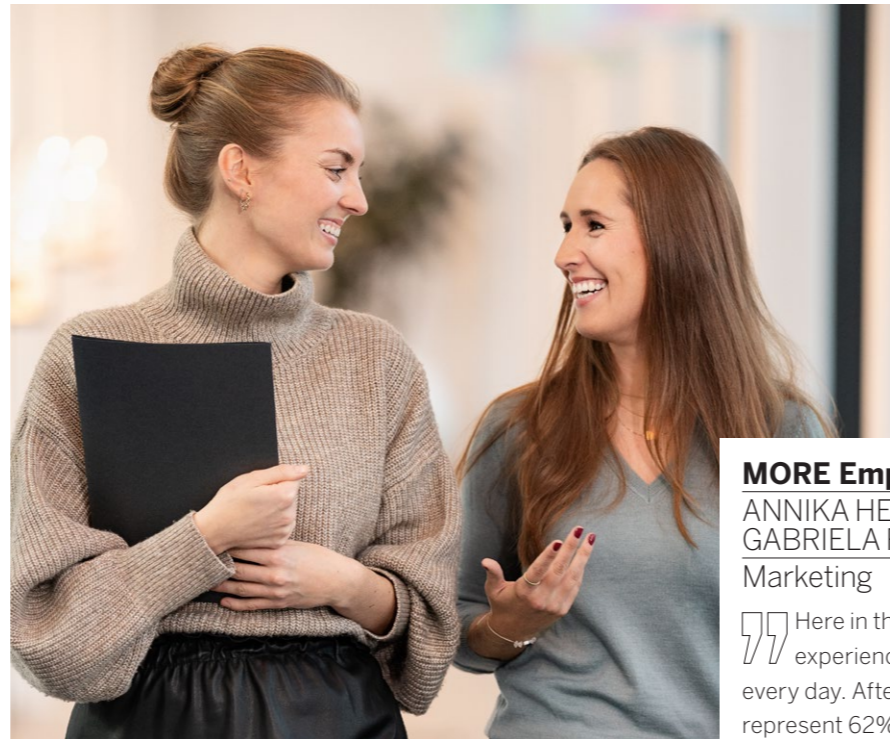


MORE Performance

MADITA GARZKE

Corporate Project Management

“ We talk a lot about the performance of our products. But our colleagues in production, bottling, and logistics are also performing at an extremely high level. The processes in these divisions are intertwined and highly efficiently to ensure that our customers benefit from innovative new developments.”



MORE Empowerment

ANNIKA HEIARTZ & GABRIELA RYMARCZYK

Marketing

“ Here in the office, we experience female power every day. After all, women represent 62% of the company. That inspires us to always go one step further and dare to try something new.”



MORE Expertise

SARA PILLE

Regulatory Affairs

“ The European Cosmetics Regulation regulates the use of key cosmetic ingredients, such as UV filters, preservatives, and colorants. The list of banned substances currently includes more than 1,300 substances. At BABOR, the strict specifications of the European Cosmetics Directive are enhanced by more Clean Beauty. It enables us to guarantee worldwide marketability and product safety, combined with unique performance and transparency for our customers. That makes me proud.”



THE FEELING OF MORE

True beauty radiates SELF-CONFIDENCE. This is precisely the feeling that BABOR wants to give its customers. That's why the team at BABOR is always going the extra mile. True to the motto: Ask for more. MORE asked the BABOR team how they feel about the brand values



MORE Diversity

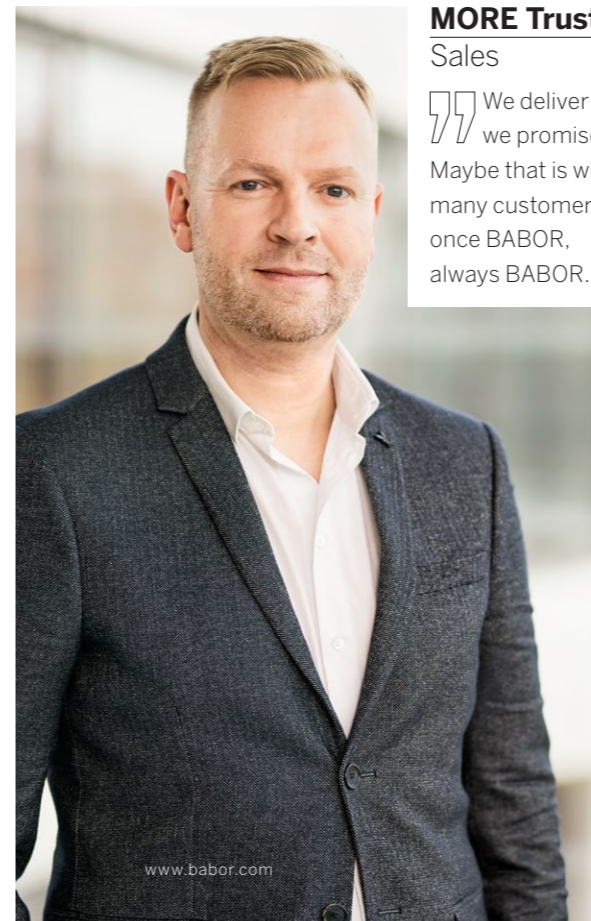
RABEA LOGEN

Education & Training

“ I am not the poster girl for diversity. That is not what I am all about. But as a skin expert, I know that diversity is deeply rooted in the BABOR brand DNA. We respect the individuality of every person, because we know that it is the only way for us to develop true beauty. That is why we do not offer a one-size-fits-all treatment; instead we start with an individual skin consultation.”



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MORE Trust **JAN RIEKE**

Sales

“ We deliver what we promise. Maybe that is why many customers say: once BABOR, always BABOR.”



MORE Sustainability

CAROLIN FRENKEN

International Market Development

“ Even when I started at BABOR, I was excited by the sustainability initiatives. What really impresses me: Sustainability is not a “nice to have” project, but enshrined in the strategy.”



ASK FOR MORE



Wander - Just!

GREAT OCEAN ROAD AUSTRALIA

PHOTO: UNSPLASH

*Rarely has packing suitcases been so much fun – because we really missed it. These versatile **BABOR TRAVEL DESTINATIONS** are also fun. From the deserts of North America to the mega-metropolis of Beijing to the picture-perfect Australian coast*

Concept Spa goes **Australia**

The idea of a concept spa – that is, a spa dedicated to a specific brand and its philosophy – is completely new in Australia. In a joint venture with BABOR Australia, entrepreneur Ben Melis has opened the first two concept spas on the continent. The Saltair Spas in Victoria – both located on the picture-perfect Great Ocean Road – now offer residents and tourists the unique experience of

scientific expertise and exceptional pampering moments, embedded in a luxurious setting. <https://www.saltairspa.com.au/>



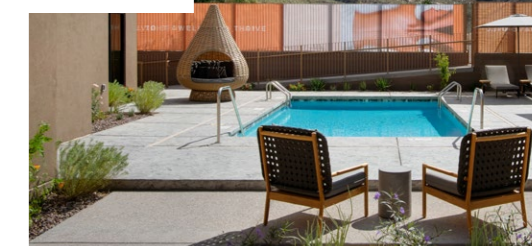
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Go **West**

Fiery red sunsets, dramatic mountain ranges, a desert bursting with indigenous culture – the soul of the American Southwest is spectacularly condensed at **El Conquistador** in Tucson, Arizona. The unique beauty

of the Sonoran Desert meets the amenities of a luxury resort – BABOR treatments in the beautiful spa included. <https://www.hiltonelconquistador.com/>

TUCSON ARIZONA, USA



LAS VEGAS NEVADA, USA

What happens in **Vegas...**

stays in Vegas. We certainly would not mind staying at **The Spa at Green Valley Ranch** for a long time. Leaving the famous Las Vegas Strip with its glittering hotels and casinos behind for a moment and experience pure skincare pleasure on almost 4,000 square meters (1 acre). 22 private treatment rooms are available here. If you do not want to dive back into the hustle and bustle of this unique city immediately after the facial, relax by the pool for a while and watch through the palm tree leaves as the city lights awaken to turn night into day once again. <https://www.gvrspa.com/>



First BABOR flagship in **Beijing**

Forbidden City, Temple of Heaven, Great Wall, and Tiananmen Square. China's capital offers countless highlights – after all, it's more than 2,500 years old. Brand new highlight: a **BABOR Flagship**.



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SHORT CUTS LIFE

in a nutshell: trends and more

Good for the **environment** and the home



Furniture Upcycling: Repairing or upcycling is all the rage! Painting or sanding to make the outdoor wood look nice again, or using a saw to transform wooden furniture into a whole new piece. But you can also buy finished **upcycling** products. With the **Lawas** teak stool made from recycled wood, **WESTWING** shows how stylish sustainability can be.



WITH E-MOBILITY INTO A MORE SUSTAINABLE FUTURE

Sustainability starts with a concept and is expressed in design. The **Audi e-tron** proves how powerful e-mobility can be with an eerily silent electric drive. This model embodies the consistently evolving idea of progress of the brand with the four rings. "Vorsprung durch Technik" (Advantage through technology) is redefined here – with a focus on design, e-mobility, and performance.

MORE HEALTHY GLOW

*The **Oil-Free Matte Effect Gel-Cream** by **DOCTOR BABOR CLEANFORMANCE** inspires with **95% natural ingredients** and makes the hearts of clean beauty lovers beat faster! Its superpower: the lightweight, oil-free cream contains lemon myrtle, which effectively mattifies the skin; it also produces a refined complexion, helps reduce blemishes, and gives the skin a healthy-looking glow with prebiotics and probiotics.*



Excellent **coffee delight** with a clear conscience

High-quality premium coffees prepared in a sustainable and simultaneously convenient way – offered by the wooden coffee capsules from **rezemo**. The environmentally friendly capsules are made entirely from renewable raw materials and are filled with drum-roasted coffee specialties from selected roasters.

OPEN AND ENJOY – WITHOUT REGRETS!

Tausendschön Feel Good Ice Cream stands for sustainable pleasure revolution. A premium ice cream whose only sin is its delicious taste. It comes without refined sugar, is vegan, and consists only of natural ingredients. Moreover, it is sustainably produced and packaged in fully compostable cups. www.tausendschoen-eis.com



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DOCTOR
BABOR

VEGAN.CLEAN.
EFFECTIVE.
MADE IN GERMANY.



0%

MIKROPLASTIC

100%

VEGAN

100%

CBD-PERFORMANCE

FREE FROM:

- ✓ SILICONES
- ✓ PARABENS
- ✓ MINERAL OILS
- ✓ GLUTEN
- ✓ PEGS
- ✓ SYNTHETIC FRAGRANCES
- ✓ PREBIOTICS AND PROBIOTICS

Instant healthy glow thanks to 98% natural ingredients.
Dermatologically tested.

www.babor.com/cleanformance

