

US ISSUE 2019

THE BABOR MAGAZINE

ask for more

**Stronger
together**

*Why women's
empowerment is
an important
matter for men*

**Beauty
workout**

*No sweat:
Professional treatments
for beautiful skin*

**Can do
more**

*Skincare
by experts
for experts*

DEAR READER

here's a difference between pretty and beautiful. Do you know what this is? Beauty is more than just a pretty face. When a pretty woman walks into a room, she turns heads, sure. But when a beautiful woman enters a room, she brings conversations to a standstill – only to spark them off again. Because with her clever mind she triggers new ideas, inspires and sometimes even scandalizes. We at BABOR love precisely this beauty. Because it also means charisma, strength and courage. Courage to question the familiar and to break new ground. It also means expertise, because this is the only way to create real innovation. We see this beauty in BABOR, in our employees and in our customers. We see it in you, too. After all, you're reading the BABOR magazine right now.



As we walk through the corridors of BABOR's brand new headquarters, we meet a lot of these strong women. More than 60% of the BABOR team is female. We also meet our cosmetic partners there, who travel from all over the world to deepen their expertise. They are masters of their trade. Strong female entrepreneurs who follow their paths confidently. Inspiring these women and accompanying them on their path is our mission.

But you know what? These women inspire us, too. We are dedicating a completely new skincare line to them, which we have developed in partnership with them exclusively for their expert hands. DOCTOR BABOR PRO is a range of professional cosmetics by experts for experts and contains the best that German skincare research has to offer. So you, dear reader, can expect more from your skincare. By the way, do you know what makes a man particularly strong? Being inspired by strong women.

Read more about this in this issue of MORE. And much more...

Have fun reading.

Yours,

ISABEL BONACKER
Deputy Chairman
of the Board of Directors

DR. MARTIN GRABLOWITZ
Chairman of the
of the Board of Directors



GRAND CRU

ultimate

ANTI-AGING

AMPOULE CONCENTRATES

As a skincare expert, BABOR has created the most effective, precision beauty ampoules infused with luxurious and rare rose extracts to perfect your complexion. Experience the ultimate in anti-aging with the **GRAND CRU** Edition: three active concentrates with extracts of Damask Rose, White Rose and Black Baccara Rose that together help to firm, smooth and protect your skin in just seven days.

Easy to use. Maximum results. **Ask for more.**



CONTENT



STRONG WOMAN, STRONG STYLE: EVA REHNSTRÖM FROM VIKING LINE



QUICK, PACK YOUR SUITCASE: THE AUBERGE IN FORT LAUDERDALE IS JUST ONE OF THE BABOR LOCATIONS YOU SIMPLY HAVE TO SEE



A PROFESSIONAL TREATMENT GUARANTEES MAXIMUM PRODUCT PERFORMANCE AND WOW MOMENTS

6 INSIDE IMPRINT

beauty

8 THE EXPERT EFFECT
Why a treatment is a real beauty experience

10 ORGANIZED PROMISE
The new professional skin-care can do more

14 AMP IT UP
Ampoules becoming icons in beauty treatments

17 SO BABOR
The BABOR attitude to life

18 FRÄULEINWUNDER
G-Beauty is the new hype, even in NYC

20 AIRPOCALYPSE NOW
Two new ampoules to combat internal and external stress

22 SHORT CUTS BEAUTY
Microneedling and more

style

24 STYLES WE LOVE
Perfect match: Strong people and strong styles

27 WHAT'S IN YOUR BAG?
Influencer Aylin König tells us her must-haves

28 SHORT CUTS STYLE
Nicole Kidman's accessory for a good cause

life

30 HARD-HITTING WOMEN
Portrait of inspirational ladies

33 #GIRLBOSS
Women lead differently. Interview with coach Constanze Neiß

34 EMPOWERMENT
How BABOR is supporting the Women Empowerment Principles

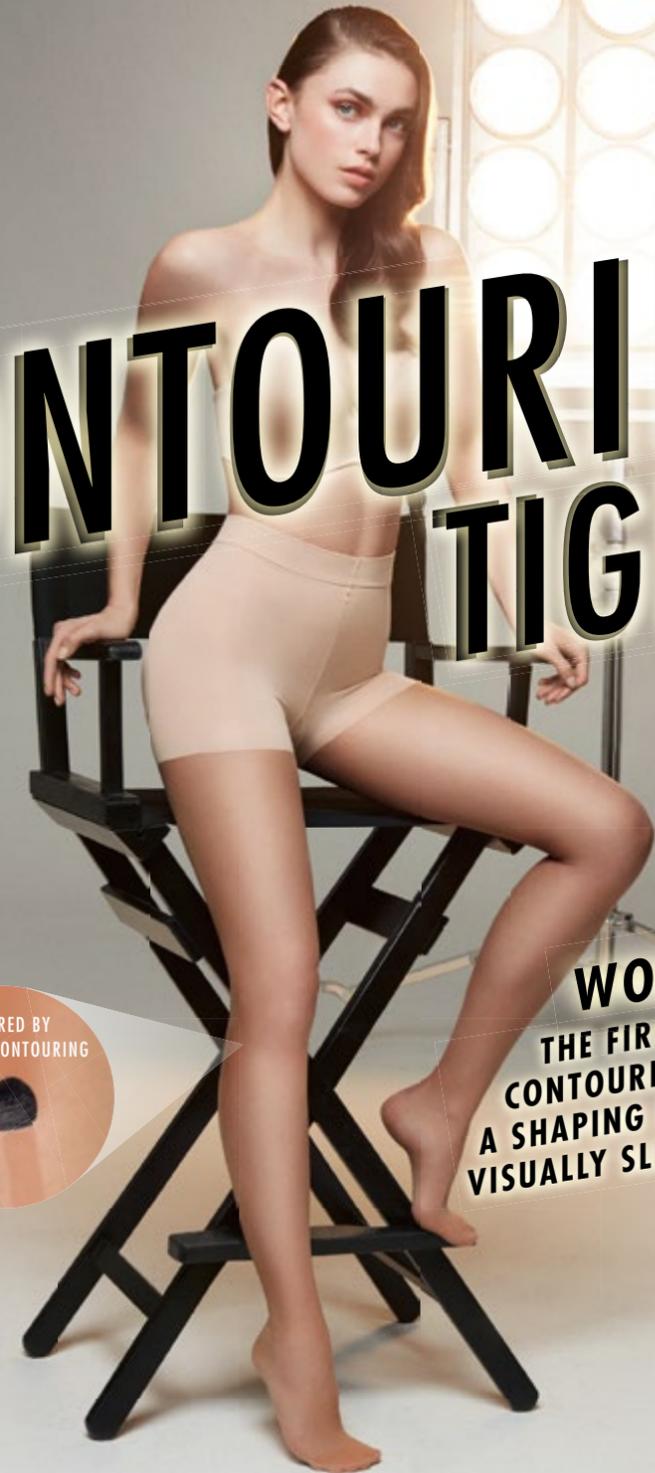
36 THEY ASK FOR MORE
Isabel Bonacker is partnering with UN Women to call for greater equality

38 ON A SPA SPREE
Spas as dream destinations

42 SHORT CUTS LIFE
Building the future: New headquarters

44 WHAT A SENSATION!
Fabulous events with BABOR

CONTOURING TIGHTS



INSPIRED BY MAKE-UP CONTOURING

WORLD FIRST:
THE FIRST TIGHTS WITH CONTOURING ZONES AND A SHAPING EFFECT FOR VISUALLY SLIMMER LEGS

ITEM m6

THE INTELLIGENT LEGWEAR



THE COVER *The model Jessica Van Der Steen looks beautiful, without make-up, on the **COVER OF ASK FOR MORE**. In this photo from the set she's enjoying her facial and the ampoule ritual, getting us in the mood for two big topics in the magazine: the expert method, which gives us a beauty boost in 60 minutes, and the iconic ampoules – more on these in the beauty section. She looks so relaxed it's hard to believe that the photo shoot was actually pretty action-packed. Take a look behind the scenes here...*

BY NUMBERS



45

cups of delicious **BARISTA** coffee supplied energy

23

The shoot took 23 HOURS

338

photos to choose from. **FINALLY!**

25

effective **BEAUTY AMPOULES** were cracked

5

The **BABOR** method has 5 steps. **JESSICA** enjoyed them all

2 pm

Lunch. With gazpacho, lentil salad, vegetarian curry and – the **HIGHLIGHT**: paleo bread with hummus and beetroot

18

people were **ON SET**

10

changes of **CLOTHES**



Research
Background
Trends

beauty

THE EXPERT EFFECT

*For the impatient. The stressed. And anyone with high standards. A treatment is an **EXPERIENCE** that gets under the skin.*

There are women who actually like to think about wrinkles. About how to make sure they don't even appear in the first place and how we can get rid of them. Other beauty topics also buzz around in their heads. A radiant complexion, for example, pigment spots or glow. And the best thing is: they're not thinking about their own wrinkles and beauty issues. But about ours. Professionally. Estheticians are the secret beauty heroes. They know how we can look younger. More radiant. All we have to do is give them an insight into our skin.

Because, hand on heart: Do you know your skin type? Sorry, but the answer "... hmm, yes – kind of dry ..." doesn't count. An esthetician recognizes it. And she knows why wrinkles appear, why impurities arise and why the skin is sometimes flaky. And above all, she knows what we can do about it. In a treatment, she individually tailors each product, which has been developed especially for her expert

hands, to our needs. Because skin is as individual as a fingerprint. She therefore first analyzes the skin and then gets to work: first she cleanses the skin using the legendary HY-ÖL. The change from warm to cool not only feels good, but also practically kisses my skin awake.

The same goes for the mask, which stimulates blood circulation like a workout. For our beauty this means an increased supply of oxygen and nutrients. Ideal for optimum absorption of active ingredients. Perfectly prepared, ampoules can now give the skin precisely the active ingredients it so urgently needs. The massage at the end is a delight. You can literally feel how the delicate cream changes the skin. Rejuvenates it. Simply makes it more beautiful.

For us, a treatment is a 60-minute time-out. For our skin, it is a high-intensity workout. Because, with the sophisticated techniques, the esthetician gets the most out of product performance. A look in the mirror after the treatment is an absolute WOW moment. This experience is only available from the experts at BABOR. Try it out and get addicted!



Beautiful SKIN. Now! PREMIERE IN THE COSMETIC INSTITUTE

THE CLASSIC: HY-ÖL was the first BABOR product. Today, the two-phase cleanser is a soothing start to any treatment. At home, it is a mini time-out.



"The skin is like a muscle that needs to be trained," explains Ms Lingner in her institute in Berlin Mitte. I'm here after a hectic week to treat myself to a brief moment of relaxation. The wonderful warmth of the esthetician is contagious, in the booth I lose all sense of space and time. She takes a close look at my skin, pinches my cheeks to assess their elasticity and puts together a **five-step program** specially tailored to my needs.

Her analysis surprises me: it's not the first small wrinkles that need attention – the moisture reserves are screaming for a juicy replenishment. In addition, the after-effects of the recent stressful weeks are visible. They made the skin on my face look dull. To restore vitality from the depth to the surface, I treat myself to a one-hour treatment. The name says it all: it is the **Expert Method**.

When I set off for my well-deserved weekend afterwards, I send a selfie to my three best friends. I simply have to share this glowing complexion. And I promise the delightful Ms Lingner I'll be back again very soon.

Carolin Meltendorf is Senior PR Manager of the Regent Berlin. She told MORE about her first visit to the cosmetic institute.



AMP IT UP

Ampoules make us beautiful – faster and more effective than any other cosmetic product. They are the **MOST CONCENTRATED FORM OF SKINCARE** because they contain a bundle of exquisite active ingredients. But what exactly is it that makes this little masterpiece so special?

WHY ARE AMPOULES SO EFFECTIVE?

Ampoules are designed to spring into action in the skin **very quickly**. This works thanks to intelligent carrier systems. Each 2 ml ampoule also contains a single dose of innovative active ingredients that are **precisely balanced** down to the milligram for an instantly noticeable effect.

WHAT IS THE DIFFERENCE BETWEEN AN AMPOULE AND A SERUM?

Serums contain highly concentrated active ingredients for daily skincare. Ampoules are the special forces in the beauty routine and are deployed when everyday products are no longer enough. That's why they're designed as an intensive **seven-day treatment**. The effect of an ampoule can be seen after just a few moments. In seven days, this leads to impressive, **visible results**.



HYDRATION

LIFT & FIRM



WHY IS THE AMPOULE MADE OF GLASS?

Active ingredients are **sealed** in small glass ampoules, keeping them extremely pure and limiting the need for preservatives. For this, BABOR uses a special manufacturing technique where the glass is melted with a hot flame. We think: they also look really elegant!

WHEN SHOULD I USE AN AMPOULE?

BABOR Research has designed the ampoules for a variety of **special applications**. For example, ampoules can soothe and strengthen the skin and make it plump and firm, they can help to fight wrinkles and can also be used when the skin is out of balance. And always when the normal daily skincare routine is not enough and you need something with real power.



SOS

expert tip

➔ For many, the application of the ampoule is the highlight of their facial. If several ampoules are used in an intensive **AMPOULE TREATMENT**, drop by drop they will break every beauty limit – so quickly that the treatment can even be squeezed into a lunch break.



GRAND CRU

REPAIR



HOW DO I OPEN AN AMPOULE?

To open an ampoule you must snap **neck** of the ampoule. It is so delicate that the neck can be easily broken off. It's best to use a facial tissue or the ampoule opener included in each pack.

IS AN AMPOULE APPLIED IN THE SAME WAY AS A CREAM?

Similarly. However, the ampoule is not massaged in, but instead **"pressed"** into the skin. To do this, pour the liquid into your cupped hand and apply it in portions with your fingertips. At the end, gently press the concentrate into your skin with the flat of your hand.

HOW MUCH SHOULD I USE?

Please always use the entire ampoule. The active ingredient composition is perfectly balanced for a **single application** on the face, neck and décolletage. If the ampoule is cracked immediately before use, the active ingredients are always extremely fresh.

So BABOR!

Are you a **BEAUTY-JUNKIE** too?! Then you're in excellent company here. We've collected some thoughts by **BABORistas**.

Skincare as strong as I am.

CLAUDIA SINGER, ESTHETICIAN (BABOR BEAUTY SPA, ZWICKAU)

Relationship status: Found a **Partner** for life: **The Glow ampoule.**

FARINA OPOKU, BLOGGER (NOVALANALOVE)

Brilliant, brave and beautiful.

DOROTHY CHOW, ESTHETICIAN (NEWGLOW, HONG KONG)

SHORTEST HORRORSTORY EVER: SOLD OUT!

PALINA KOZYRAVA, BLOGGER

We've got **AMPOULES!** What's your **SUPERPOWER?**

CHRISTINA KURZ, ESTHETICIAN (C1 KOSMETIK, MUNICH)

State of mind: **Fabulously flawless.**

ANNA MOROZOVA, ESTHETICIAN (BABOR INSTITUTE, MOSCOW)

A beautiful **watch** shows the time, **ReVersive** makes you forget it.

NICOLE PERAU, DIRECTOR PRODUCT MANAGEMENT AT BABOR

Promises are kept. This is the benchmark for good communication. And for excellent skincare.

BETTINA CRAMER, PRESENTER & COMMUNICATION TRAINER

HOW MUCH DOES IT ACTUALLY COST TO MAKE YOUR DREAMS COME TRUE? SKINCARE. JUST SKINCARE.

VERENA AHMANN, BLOGGER



YOU'VE GOT NOTHING TO WEAR – AGAIN? NO PROBLEM!

Share your **#So BABOR** moment with us and win a stylish outfit from **AIRFIELD** worth around 1,000 euros. The **DOCTOR BABOR LIFTING RX COLLAGEN CREAM** provides the perfect complexion.

Just send an e-mail to **win@babor.de** and seize your chance to win.



Entries received by 31st July 2019 have the chance to win a summer outfit. Entries received by 30th November 2019 can win a winter outfit.

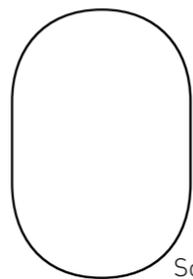
Entry deadline is always 23:59 pm. All persons over the age of 18 (with the exception of BABOR employees) are eligible to participate. Legal action is precluded. Cash payment, alteration or an exchange of the prize is ruled out.

Additional terms of participation and relevant data protection information can be found at www.babor.com/sobabor, which you accept upon sending your #So BABOR moments.

*The picture is not binding. The outfit will be compiled from items in the current collection.

Fräuleinwunder

Time for the most effective **SKINCARE** from Germany



Outstanding skincare comes from Germany. So far this has been a well-kept secret by beauty experts and connoisseurs. Now, the German skincare players are stepping up the pace. And with good reason. "German skincare is all about craftsmanship, science, effectiveness and quality," says someone who should know. Michael Schummert is Managing Director of Germany's leading luxury cosmetics brand BABOR. His colleague on the

Management Board, Horst Robertz, adds: "It's also about trust. Our products keep their promises."

G-BEAUTY

German beauty, is the Fräuleinwunder. It's all about achieving maximum results with minimum effort. G-Beauty maintains a balance between traditional knowledge and innovation. Germany is known for its pioneering researchers and clever minds. So it's no surprise that its skincare also relies on scientifically proven results. Moreover, the roots

of natural cosmetics lie in Germany in the truest sense of the word. In the late 18th century, the age of romanticism, people turned to nature in search of inspiration and well-being. The effectiveness of herbs has been intensively studied. "At BABOR, we combine this tradition with a very personal background. The company's founder, Dr. Michael Babor, was himself a scientist, a chemist. Dr. Leo Vossen, who took over the company in the early days, had a background in pharmaceuticals. Today, our expertise and the craftsmanship of our estheticians are the basis for skincare from which you can simply expect more," says Schummert.

A KNACK FOR HIGH TECH

Internationally, "Made in Germany" is synonymous with outstanding quality in technology and production. "This is very closely related to our production standards," says engineer Horst Robertz. "At BABOR, we produce almost at the pharmaceutical level and very sustainably." Stringent monitoring of production, which is carried out exclusively at the company headquarters in Aachen and is entirely carbon neutral, as well as the selective choice of ingredients, which prioritises regional partners, are a matter of course for the company. BABOR has just invested 20 million euros in new company headquarters and purchased additional production space in the neighboring town. So it seems that highly effective skincare from Germany is no longer a well-kept secret.



PHOTO: ISTOCK

Maybe not all trends are born in New York, but the **BIG APPLE** is where they really become **BIG**. And so even excellent professional skincare from Germany had to fly across the pond to kick off the **G-Beauty hype**.



The luxury hotel **The Dominick** in SoHo loves the effective skincare from BABOR so much that it has dedicated a Signature SPA to it.

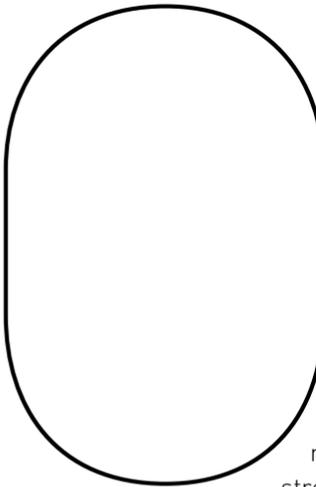
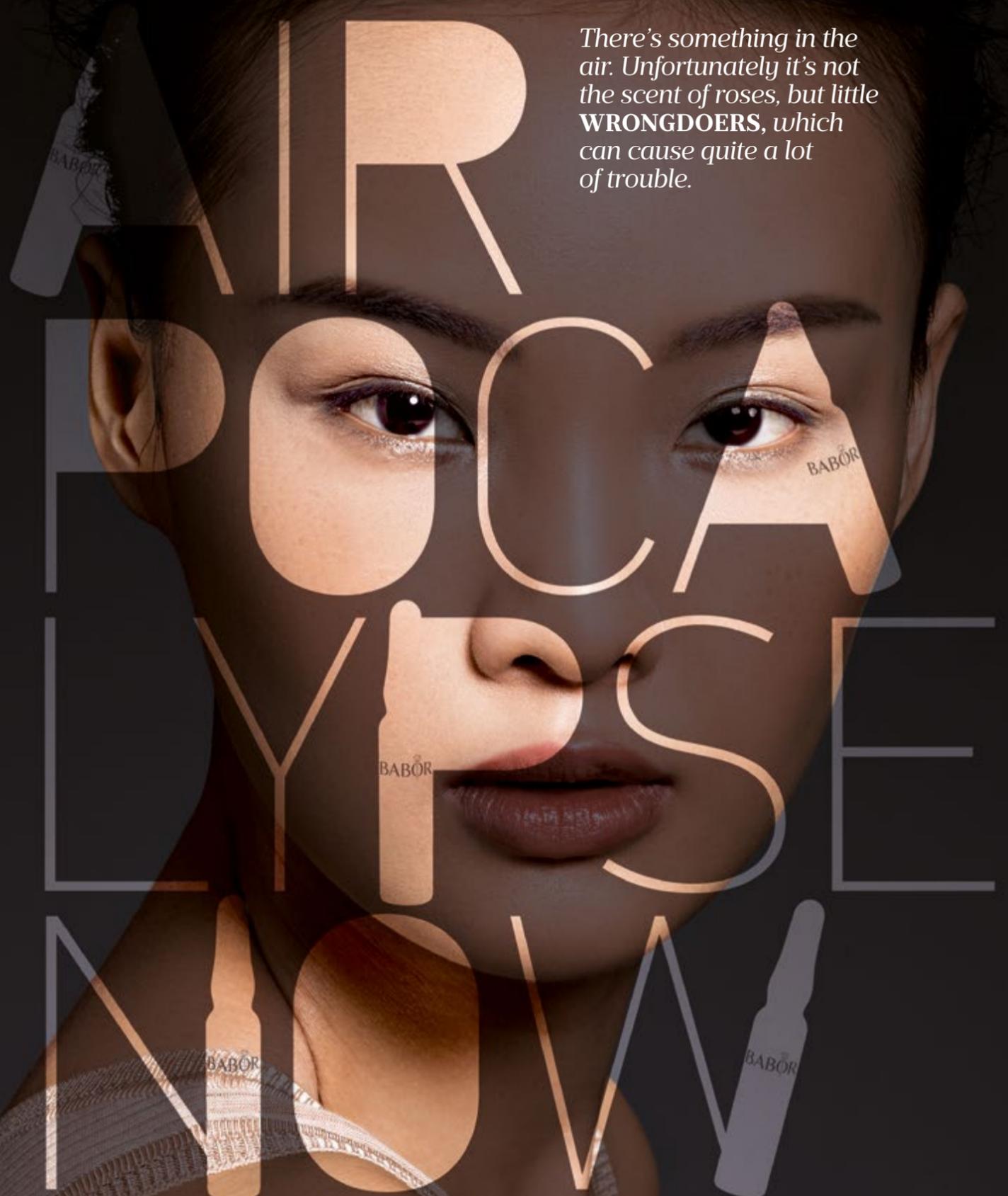


SoHo – South of Houston Street – is a microcosm in the heart of Manhattan: artists' enclave, paradise for foodies, heaven for fashionistas, and the Cast-Iron District also has plenty to offer in terms of history. So there's lots to discover... should you actually want to leave the SPA.



"The BABOR Signature SPA is a perfect match for the energy here in SoHo," says Daisy Severino, esthetician in the new spa. She's looking forward to delighting New Yorkers and travellers with tailor-made G-Beauty treatments.

There's something in the air. Unfortunately it's not the scent of roses, but little **WRONGDOERS**, which can cause quite a lot of trouble.



oxidative stress is the name of this phenomenon among beauty researchers. This "... doesn't mean that a stressed-out manager suddenly inhaled too much oxygen while on holiday by the sea. Rather, it's a chemical tissue reaction. [...]. Oxidative stress damages tissue and cells," explains dermatologist Dr. med Yael Adler. Oxidative stress is caused by free radicals. These, in turn, are increasingly formed when the skin is exposed to UV radiation, exhaust gases or environmental pollution. Oxidative stress is a major contributor to the aging process as it impairs the skin cells' repair function.

If you add stress at work to this, skin chaos is inevitable. Yael Adler confirms: "Whether it was wild animals in the past or annoying bosses, tax returns and neighbors today – whenever we suffer from stress, our finely tuned hormone system will react." Stress stimulates a hormone called cortisol. This ensures that we can deal with an unpleasant situation more effectively, temporarily giving us more strength and energy. However, it produces substances that destroy collagen in the skin and slows down the movement of skin cells. Long story short: inner and outer stress makes us look pretty old. As the lipid barrier is also attacked, the skin is drier and more susceptible to irritation. Stress pimples develop more quickly.

TWO QUICK FIXES FOR STRESS

Don't worry, we don't have to move to the countryside or never go shopping in the city again to stay beautiful for longer. We can support our skin with a healthy diet. Hot tip for everyone who wants to do a little more: two new AMPOULE CONCENTRATES from BABOR rely on neurocosmetic research. They don't just fight the symptoms of stress – they fight the cause.

SKIN workout

Don't worry, it's not about pulling faces. The hot new technique relaxes facial muscles tensed due to stress. **FOR EXAMPLE:** Place your fingertips flat on the centre of your forehead, apply pressure upwards towards your hairline, count to seven, release the tension. This is also easy to do now and then in the office.

STRESSbuster



NEW FROM AUGUST: The combination of probiotic active ingredient power and natural anti-oxidants in the **POLLUTION PROTECT AMPOULE** improves the skin's "ecosystem", neutralizes free radicals and activates the skin's own regeneration and defence mechanisms against UV radiation and air pollution. The intelligent stress resist complex of the **STRESS CONTROL AMPOULE** regulates the cortisol level, relaxes muscle contraction and controls the skin's alertness.



DR. MED. Yael ADLER is a dermatologist through and through. She has worked in clinical research for many years and has had her own practice in Grunewald, Berlin, since 2007. She demonstrates her talent and her joy in conveying complex medical facts relating to the skin in a vivid and highly entertaining way in numerous lectures and as a health expert in the media.



SHORT CUTS beauty

BRIEFLY: TRENDS AND MORE



WHAT IS MICRO NEEDLING?

With microscopic precision, **FINE NEEDLES** activate the uppermost layers of the skin. All of the skin's beauty mechanisms are stimulated and natural regeneration is boosted. This is anti-aging for the most discerning customer. If you are looking for maximum anti-aging success, you've come to the right place. The result: After six sessions, your complexion appears firmer and more radiant. **IT WILL BLOW YOU AWAY!**

PHOTO: SHISEIDO GROUP GERMANY GMBH, ISTOCK, SATINSLEEPERS.COM



GIRLS CAN DO ANYTHING!

ZADIG&VOLTAIRE and MORE agree. The Fougère fragrance is an ode to a strong, independent woman. Letting your hair down. Having courage. Daring to do something. Doing the unexpected: skateboarding in stilettos, for example. Or boxing with the grace of a ballerina. This perfume is also full of contradictions: a bold combination of masculine notes like oakmoss and feminine ingredients like pear.

Like floating on clouds

THOSE WHO DON'T GET ENOUGH SLEEP LOOK OLD FASTER – that's an irrefutable beauty law. At night (between 11 p.m. and 4 a.m.) our skin works to regenerate itself. Night ampoules, masks and creams help it to do this. **SATIN SLEEPERS PILLOWCASES** boost the effect of these products and reduce sleep wrinkles.



START USING CREAMS EARLIER AND STAY BEAUTIFUL FOR LONGER

Telovitin helps us to stay young. This high-performance active ingredient is based on Nobel Prize-winning research and combats skin aging at its source: cell activity. It protects the ends of the chromosomes and thus prolongs the life cycle of the skin cells. **BABOR REVERSIVE** banks on this effectiveness. An update of the range will be available from October.

www.babor.com

PAGE 26

Cross-over bags are a must-have for STEFFEN SCHRAUT



Fashion Viewpoints Accessories

www.babor.com

ask for more 23

Strong people, **STRONG STYLES**. A musician, a model, the top manager of a cruise company and a designer. All four are going their own way. With heaps of style. For MORE they reveal their outfit essentials and style tips for strong women.

Style
we love



"DON'T BE AFRAID TO STAND OUT, BUT ALWAYS BE YOURSELF."



Lip service: blouse by **LUISA CERANO**, Boots by **FENDI**. On a cool day the **RIANI** jacket matches both perfectly.



Kelleigh Bannen
SINGER SONGWRITER

Wherever Kelleigh Bannen is, there's music. Country music. Her everyday experiences can be followed on "This Nashville Life". "My style is relaxed, but playful and a little edgy," she tells us. Her essential tip for every woman: "A great leather jacket. It's perfect for travelling. And the best thing is: the good ones look better with age." At the moment she loves her Alexander Wang bag – a gift from her mother. "I can keep everything else really simple, and wear the bag as my main accessory. It's got a wow-factor that makes a statement but still feels effortless."

"RELAXED, BUT PLAYFUL AND A LITTLE EDGY"



PHOTO: ALEXA KING

Eva Rehnström
MANAGER

Purchasing and Sales Manager at Viking Line, relies on BABOR in the spas of Viking Line's seven ships. In her outfits she goes for relaxed elegance in the office and boho style in her private life. And she has one motto: "Don't be afraid to stand out, but always be yourself." Her tips are highly sought after: she's a qualified stylist herself, after all. "Every woman should invest in basics. Things she feels really comfortable and secure in." Also: "Get yourself a few power items to boost your confidence." A special pair of shoes, a bag or – like her – a jacket: "This goes with both a business dress and jeans and a T-shirt."



Boho meets elegance: blouse by **IVI COLLECTION**, dress by **ANNI CARLSSON**.



Cool minimalism:
bag and blazer by
STEFFEN SCHRAUT.



"VERY PURE AND
MINIMALISTIC"

Steffen Schraut

DESIGNER

"Very pure and minimalistic," is how designer Steffen Schraut describes his style. "Quality plays an important role." Which is logical, because this also applies to the fashion he designs. He himself opts for trainers in all variations as the most important style element. Surprisingly: "My favourite piece is a collector's item: a red and black pair of Valentino Couture trousers from the 80s." Purism meets a touch of eccentricity, for Steffen Schraut. We love it! Just like his style tip for strong women: "Cross-over bags are hot right now. Goodbye oversized bags." If you want to ask him about new trends in person, the best place to do so is the BABOR BEAUTY SPA at Hofgarten in Düsseldorf. He can often be found there. Which also explains why he seems so relaxed.



Jessica Van Der Steen

MODEL

Jessica, model, mother and face of the campaign for the unique BABOR expert method, is crazy about good skincare. She always has her favorite products from the SKINOVAGE range with her. And she doesn't compromise when it comes to style either: "My style is rather classic, but with a twist of rock. Self-confident, I'd call it." Jessica loves her Acne boots and casual jackets and coats. She never leaves home without: "A kiss from my kids and my husband." Stylish, beautiful and so likeable.

"MY STYLE IS
RATHER CLASSIC,
BUT WITH A
TWIST OF ROCK."



Blouse by **PATRIZIA PEPE + ACNE BOOTS** = super cool look. **SKINOVAGE CALMING BI-PHASE SERUM** makes your skin as smooth as your style.



WHAT'S IN YOUR BAG?

Behind every successful **INFLUENCER** is a bag of beauty and style must-haves. Aylin König has emptied hers for **MORE.**

Aylin König

Since 2014, Aylin König has been indulging her passion for fashion, beauty and travel online. In her **BLOG**, on **INSTAGRAM**, **FACEBOOK** and **YOUTUBE** she presents top designers and young talent as well as beauty and travel trends. Not only more, but almost 500,000 enthusiastic followers think she's fabulous.



1 Style statement and protection against air conditioning: the **HERMÈS** scarf. **2** The skin around the eyes is extremely sensitive. That's why I carefully dab on **SEACREATION EYE CREAM**, even every now and then during the day. **3** I don't leave home without: sunglasses by **CÉLINE**. **4** Keeps the most important cards safe: case by **CÉLINE**. **5** My favorite look for my skin: glow. That's why I love the **REVERSIVE BODY CREAM**. **6** I'm always on time thanks to the **TANK** by Cartier. **7** The classic **COCO MADEMOISELLE** by Chanel is fragrant elegance. **Incidentally, Aylin's stylish bag is available as a gift when you buy two SKINOVAGE products in the BABOR Institute!**

SHORT CUTS style

BRIEFLY: TRENDS AND MORE



NICOLE KIDMAN EVEN WEARS IT ON THE RED CARPET. This bracelet, made of stunning glass beads and charms, is the “it-piece” for a good cause: no violence against women! It is handmade by Kenyan artisans. Those who buy it support these women as well as **UN WOMEN PROJECTS COMBATING VIOLENCE AGAINST WOMEN.** (Available, for example, at www.unwomen.org or www.shopsoko.com)



YES TO THE DRESS!

Strong women stand by their feminine side. We're strong even in a dress. And the best thing is: they flatter any figure. In cheerful yellow by **PATRIZIA PEPE**, blue like the summer sky by **AIRFIELD**, super classy in beige by **LUISA CERANO** and the green by **RIANI** will let your radiance shine.

It's a match!

The luxury watch manufacturer **OMEGA** also makes jewelry. The classic watch with a leather strap looks very stylish paired with precious diamonds from the **DEWDROP** jewelry collection.



STRONG SHIRT FOR STRONG WOMEN
SHOUT IT OUT GIRLS! WITH THE STATEMENT SHIRTS FROM **LOOKABE**, FEMINISM IS MORE STYLISH THAN EVER BEFORE.

Style@Work

Perfect biz buddy: The masterpiece stands out as a pure, white lacquered version of the design icon Montblanc. The status “most fashionable employee” is guaranteed.



PAGE 38

FT. LAUDERDALE is known as the Venice of the USA and we can understand why.



People Travel Life

Life

Kerstin Pooth is Director of Public Relations & Cooperations at outdoor clothing brand JACK WOLFSKIN- and she's tough, but very warm. She got this from her mother, a great role model for her in terms of "positive thinking". When she talks about what she does every day, her eyes light up. For her this is proof that she chose the right profession.

For us she's not only an inspirational business lady, but also makes a lasting impact on our taste buds. Because fashion is just one of her passions. The other one is ice cream. "I have a weakness for sweet things. My passion has now been turned into a small business." Under the brand TAUSENDSCHÖN you can find her special and healthy "Feel Good Ice Cream" at premium events, in selected restaurants and in delicatessens.



KERSTIN

POOTH

Together, the two founders launched the KOA Conference in 2016. KOA is the home of women who want to achieve something in their lives. Tamara and Nadja spent a lot of time in America. There, Tamara attended some of the prestigious conferences by Forbes, the Wall

Street Journal or Google Camp. "These formats don't exist in Germany," says Tamara Schenk.

And so KOA was born – a positive, experience-oriented, goal-focused conference with exciting and interested people. "The aim is to open doors, make the way to the top easier

and build a strong network for like-minded people," says Nadja Ali.

Koa, by the way, comes from the Hawaiian language and means courageous, bold or fearless – all qualities that young, up-and-coming talent should have and that Tamara and Nadja also embody.



TAMARA

SCHENK

ALI

NADJA

*Women inspire us, give us strength and shape us. They make an impact. Yes, men too. We all know women who have influenced our lives. Of course, these include our mothers, but also our friends, wives or neighbors. Many famous women have shown us **WHAT IS POSSIBLE** and influenced our career aspirations: aviation pioneer Amelia Earhart, for example, or physicist Marie Curie. We present three hard-hitting women in a brief portrait and we've realized: you can only make an impact if you're passionate about what you do.*



MEREDITH

MICHAELS-BEERBAUM

PHOTO: CAROLIN WORTMANN

She was the first woman to be selected for the German show jumping team for a European championship. The petite American only wanted to take a short break from her studies at Princeton to train in Germany. She fell in love, stayed and struggled through. "Besides my abilities, I needed determination and perseverance to prove myself," she remembers.

Today, Meredith Michaels-Beerbaum is regularly found at the top of the podium – European Champion, World Champion, three-time World Cup winner – and has an almost guaranteed place on the team.

Does such a strong woman ever get scared? "Fear is part of this sport. I accept it consciously, so that I can overcome it."

My heroine...

The BABOR Management Board is – admittedly – made up of three men. But admiration for strong women is virtually part of their job description. We asked them about their personal heroines.

HORST ROBERTZ: "Amelia Earhart. She courageously turned away from many stereotypical views. She made headlines in the 1930s because she was the first woman to fly solo across the Atlantic Ocean. Her story becomes even more fascinating with

her sudden disappearance over the Pacific Ocean in 1939."

STEFAN KEHR: "Carolin Kebekus. She makes people laugh, addresses socio-political imbalances straight to the point and has talents that go beyond comedy. Loud, funny and full of life."

MICHAEL SCHUMMERT: "Nena. THE German musical icon. She is the symbol of my youth and she felt eternally young and powerful. Today, she has matured into a role model for all generations."



#girlboss WOMEN LEAD

A COACHING PROFESSIONAL tells MORE how women can really take off as bosses. And she is – of course – a woman.

DIFFERENTLY

Ms. Neiß, do women lead differently than men?

Yes. Especially when a woman develops her own, female leadership style instead of imitating that of her male colleagues. Women in management positions tend to be more communicative and exhibit more empathy. But there are of course leadership principles that should be taken into consideration by both genders.

their achievements as much as the obstacles. We also encounter external obstacles. Studies show: women are taken less seriously in the workplace, even if they say the same things as their male colleagues. The list goes on and on. But: things are getting better.

Why do few women still dare to lead?

Girls learn early on that they have to be perfect to compete – even against male peers. It would be better to encourage them to learn to try things with confidence rather than striving for perfection.

Was there an AHA moment in your life that shaped your career?

I, too, had to learn that the stones in my path were more of a help than a hindrance. Early on in my career, my boss at the time promised me various things verbally. But he didn't keep these promises and talked his way out of them. After the probationary period, I quit. It was then that I realized the importance of credibility, honesty and integrity when it comes to respecting a leader. This experience has influenced my own leadership style.

I, TOO, HAD TO LEARN THAT THE **STONES** IN MY PATH WERE MORE OF A HELP

Women are regarded as the supposedly weaker gender. How can women use their femininity as leaders?

Women aren't weak at all. On the contrary, they're often the stronger sex. For example, when it comes to perseverance, tenacity and solidarity. It's time for women to own their strengths and use them.

What hurdles do women face on their road to success?

The list of these is long. It begins with self-doubt or the tendency not to see the goal they are pursuing and

Empowering women isn't just something for women. What can men do?

Both sides have to realize that there is no such thing as better or worse, only different. This "different" is complementary. Men who have understood this are happy about the synergy and the very specific energy that only women can contribute.



Constanze Neiß is a coach at ChangePartner AG. The consulting firm specializes in change processes and management development.

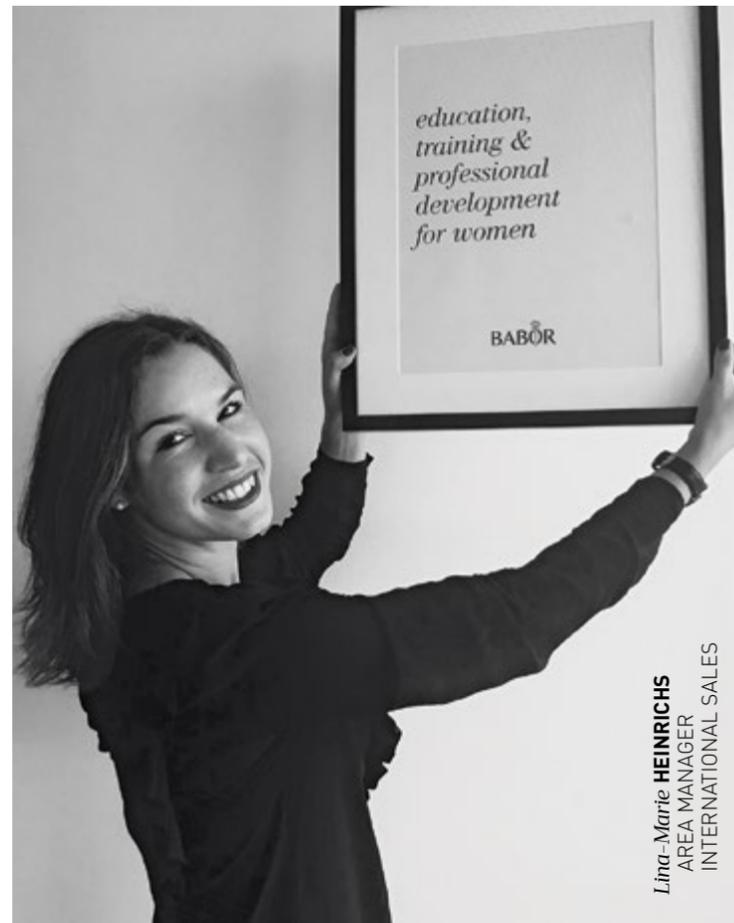
MORELIFE



Eva **SCHÖNEWALD**
JUNIOR PROJECT
MANAGER



Alexandra **VAN OOYEN**
JUNIOR PRODUCT MANAGER



Lina-Marie **HEINRICHS**
AREA MANAGER
INTERNATIONAL SALES



Pia **STEINMANN**
DIRECTOR BRAND
COMMUNICATION

IT'S A MATTER

OF PRINCIPLE!

*It's all about girl power. More precisely:
women and men power.*

More equality means more success. That's why the **Women's Empowerment Principles** are part of the BABOR corporate philosophy. The principles, developed by UN Women, among others, are geared towards the business aspects of gender equality. BABOR was the first German skincare brand to sign the principles. These power ladies from BABOR show what this is all about.

www.babor.com



Silke **GEGO**
HEAD OF HUMAN
RESOURCES

34 ask for more



Susanne **WIBKIRSCHEN**
HEAD OF TRAINING



Dr. Andrea **WEBER**
HEAD OF RESEARCH

35

#I choose...

...A SELF-DETERMINED LIFE

Ladies' choice! And for the very first time: on 19th January 1919, women in Germany were entitled to vote for the first time. 100 YEARS OF WOMEN'S SUFFRAGE is a reason to celebrate, but not a reason to rest on our laurels. Bettina Metz, Managing Director of the German Committee for UN Women, and Isabel Bonacker, Deputy Chairwoman of the BABOR Board of Directors, agree that there's still a lot to be done when it comes to empowerment. An interview.

BETTINA METZ: "Women's suffrage was a milestone. But even milestones are only building blocks of a vision. In the year 2019, women still do not have the same opportunities for self-realization that men do. So together with BABOR, we're saying: we ask for more."

ISABEL BONACKER: "...for so much more. BABOR is a company driven by strong women. Since the beginning of the company's history, we have focused on women who run small and medium-sized businesses: estheticians. These are heroines, role models, but also very often women who – like all women – encounter obstacles. We want to change this."

BETTINA METZ: "We are delighted that BABOR is battling with us and, for example, has signed the Empowerment Principles (see pages 34 and 35). Because, if this pace of implementation is maintained, it will still take 217 years until we achieve at least economic equality between men and women. We think that's too long."



BETTINA METZ

ISABEL BONACKER



ISABEL BONACKER: "As an entrepreneur, I can only emphasize this. On the one hand, I myself have a 'hands on' mentality and slow processes make me uneasy, and on the other it really benefits everyone – women, men, companies and society – when women are strong and self-determined. That's why I'm so enthusiastic about the work of UN Women, which we've been supporting for more than a year."

BETTINA METZ: "And this year has brought us a few steps forward. In



Isabel Bonacker hands over a cheque for 50,000 EUROS.



An example of UN Women's work: in Lebanon, the organisation supports women entrepreneurs such as designer LARA KHOURY in Beirut.



the year 2018, UN Women was able to abolish or reform a total of 27 laws discriminating against women in 17 countries. After training by UN Women, almost 7,000 women in 32 countries opted for a political or economic leadership career. These are just a few examples of how UN Women, with the help of its supporters, made a lasting difference to women's lives in 2018."

ISABEL BONACKER: "Impressive. But we agree: it's not enough yet. We still demand more and look forward to supporting UN Women again in 2019."

PHOTOS: UN WOMEN/ JOE SAADE



CHARITY-SET
In 2019, BABOR is once again launching a Charity Ampoule Set, which will be sold to benefit the **UN Women National Committee Germany**. This set contains 7 effective BABOR ampoules, which are put together to create a powerful treatment, and a great deal of heart and soul. Because empowerment is a matter close to BABOR's heart.
TIP: The perfect gift for strong women!





In a

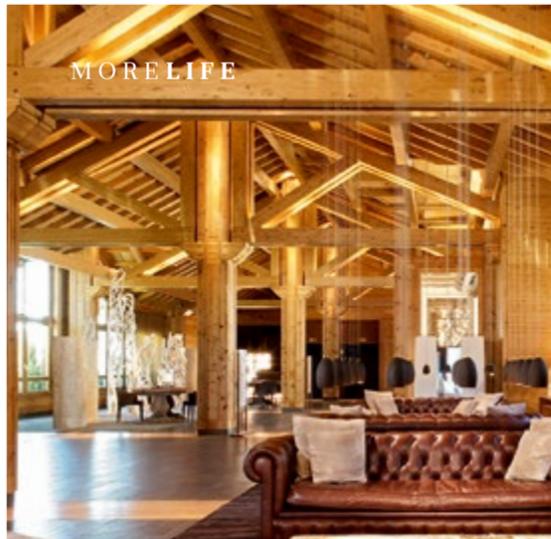
spa space

*There's no more relaxed way to travel the world: **SPA HOPPING** to some of the most fabulous BAVOR partners. Dream locations included.*



AUBERGE
Ft. Lauderdale, USA

LUXURY RESIDENCE IN THE "VENICE OF AMERICA"
This is the life: if you can afford to stay here, the Auberge Beach Residence & Spa boasts Atlantic views and all the amenities of a resort. The good news for everyone else: the 1,400 square metre mega spa featuring 14 treatment rooms, garden cabanas and fireplaces for relaxed evenings is also open to day guests. "Sea, Salt, Sand and Sound" – these key elements of southern Florida can be found in the small details and themes. That's good, because the spa is so beautiful you almost won't want to leave.
www.aubergebeach.com



MORELIFE

HERMITAGE SPORT HOTEL *Andorra*



MINISTATE GOES LARGE

Situated 1850 metres above sea level, in the heart of the Pyrenees, the spa is also the height of luxury: five floors are dedicated to beauty, one of which is reserved exclusively for beauty treatments. In the winter, you can hit the ski slopes perfectly groomed or, in the summer, you can ride a mountain bike down into the valley wonderfully refreshed. www.hermitagehotel.sporthotelsandorra.co.uk

STUDIO A BEAUTY & CARE *Antwerp*

BELGIUM'S BEST SIDE

Haute couture, small boutiques and cute street cafés: Antwerp blends high fashion with the charm of an – admittedly very stylish – city. Right in the heart of it: STUDIO A Beauty & Care – spacious, open and designed in cool stone grey and white. It's so attractive that you feel a little bit more beautiful by simply stepping into the institute. The team of three beauty experts takes care of the rest. By the way: the world-famous diamond quarter is not far away. Here, a vast array of sparkling things await lovers with bursting wallets. www.beautystudioa.be

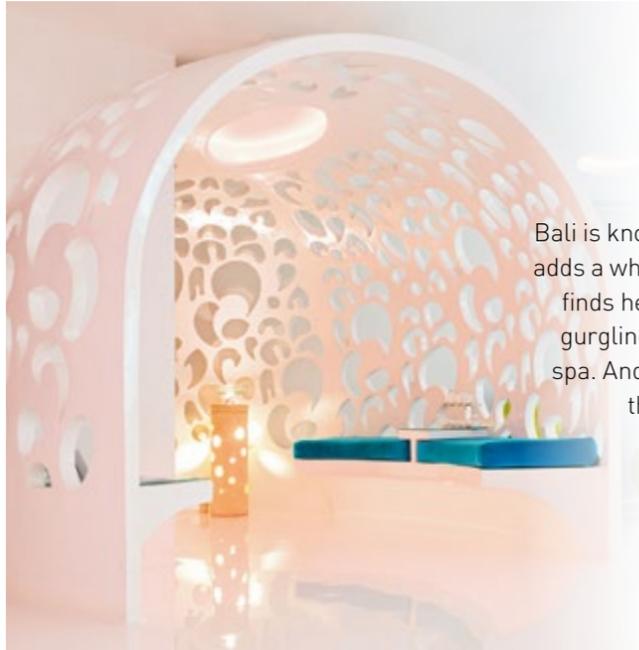


Spa experience
with the
Big Five

DOUBLE SIX *Seminyak, Bali*

ALICE IN WONDERLAND MEETS SPA

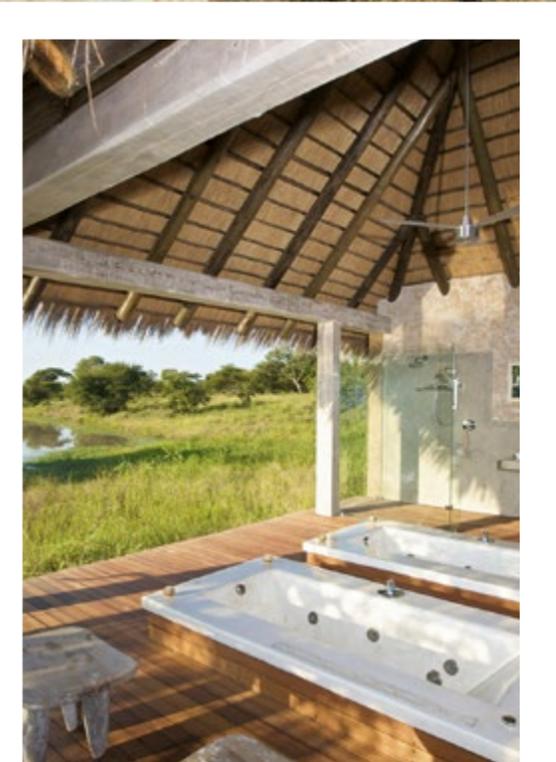
Bali is known as the best spa location in the world. The Double Six in Seminyak adds a whole new country to the spa world map: a Wonderland. Like Alice, who finds her way to fantastic adventures through the rabbit hole, a corridor with gurgling water bubbles and colors that stimulate the chakras leads us to the spa. And this is just a little taste of what is to come... as the Aqua Perla Spa of the Double Six has something fantastic in store. www.double-six.com



KAPAMA RIVER LODGE *South Africa*

ANYTHING BUT OUT OF AFRICA

Deep in the African bush lies the 13,000 hectare Kapama nature reserve, very close to Kruger National Park. Right in the heart of it is the Kapama River Lodge, which welcomes discerning adventurers from all over the world. If you like, you can arrive by the Kapama private jet and land on its own runway. After your arrival you can relax in the spa or book one of the spa suites, which offer extra privacy close to the wellness area. Just don't be surprised when one of the Big Five comes by while you're relaxing in the tub. www.kapama.com



SHORT CUTS

life

**BRIEFLY:
TRENDS
AND MORE**

BUILDING THE FUTURE

Ultra-modern and trend-setting, "THE CURVE", BABOR's new office and logistics building, owes its name to the unusual, curved appearance. The training centre in the penthouse is the first place estheticians go for further training. At the same time, they can enjoy the panoramic view over the foothills of the imperial city of Aachen. Employees work at modern open-space workstations. Office bicycles, creative zones and



excellent air quality ensure a cool head when developing beauty innovations. Good news for the environment too: "THE CURVE" uses 45% less energy than other office buildings. Air conditioning is provided by energy. The pipes, which harness this energy, go as far as 100 metres deep into the earth.



City Slickers

Spectacular and impressive with a twist. Complete relaxation meets Bavarian cosiness. **THE KEMPINSKI HOTEL BERCHTESGADEN** offers city slickers an alpine time-out. Those who spend a night here can expect a lot. For example, a BABOR treatment in Kempinski The SPA with visible results and a view of the 1,800-metre tall Kehlstein mountain. And looads of peace and quiet and fresh air to boost your energy stores. www.kempinski.com

Clean targets: by the year 2023 BABOR is looking to cut its use of plastic by 30%

IT'S IN YOUR HANDS! Bring your own coffee cup with you to the coffee shop instead of using plastic: like the stylish porcelain cup from Tiffany & Co.



DREAM WEDDING

Yes, I do!

MARRIAGE is in again. What the kids of '68 thought was stuffy and old-fashioned is back in vogue. Because marriage has changed. People who get married today make a real statement about love and equal partnership. Instead of a conventional reception there are also those who prefer to celebrate with bare feet in flowery meadows. MORE thinks: a great counter-trend to the superficial "swipe and gone" Tinder mentality.

The perfect match: **AMATIS** engagement ring and **SATELLITE** band with diamonds by **NIESSING**.



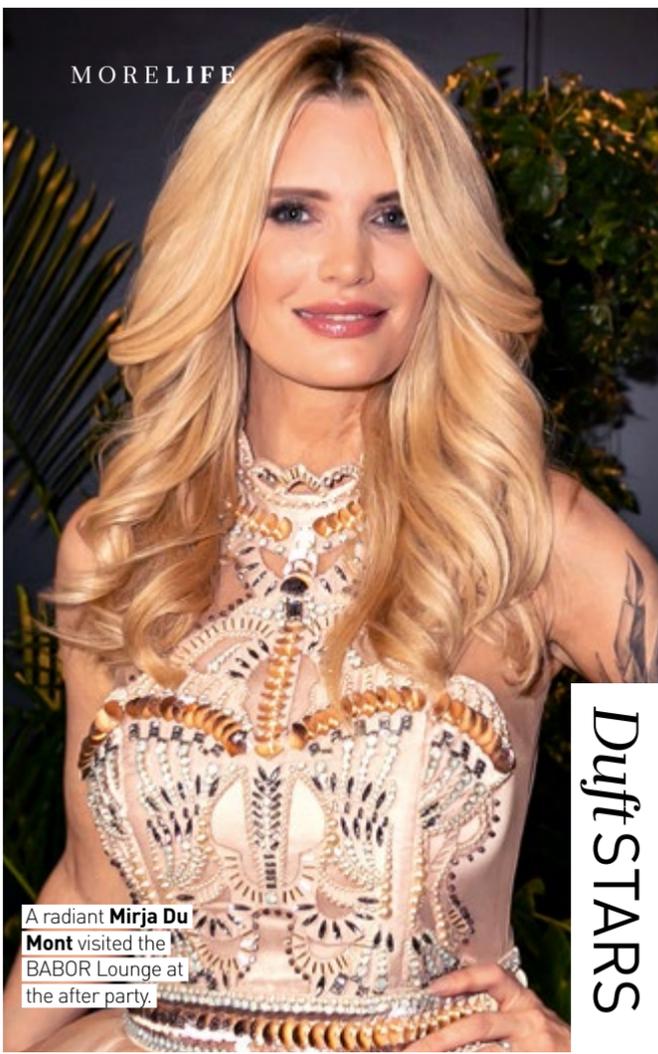
PHOTOS: KATHRIN KROK; HAIR AND MAKE UP: ANGELIKA PENNER; WEDDING DRESS: WHITE CONCEPTS; FLORISTRY AND MODEL: KRISTINA HÖFLER WEDDING DESIGN

www.babor.com

intimissimi

Italian lingerie





Duft STARS

A radiant **Mirja Du Mont** visited the BABOR Lounge at the after party.

GIRLS go Oktoberfest



Pamela Reif and **Victoria Swarovski** celebrate Oktoberfest.



Always an eye-catcher: Model **Barbara Meier**.



BABOR conjures up the perfect complexion with ampoules.

SEPTEMBER 2018: My, so dashing! Thanks to a partnership with hell & carrer communications, bloggers and famous women got the chance to dress up for **Oktoberfest** in the BABOR Beauty Lounge at the hip Roomers Hotel.

A flurry of flashbulbs, dream trips, and awards. Wherever BABOR is, there's a lot going on. A dazzling **LOOK BACK**.

WHAT A SENSATION!

Amsterdam MUSIC FESTIVAL



The **AMF: Beats**, a great mood and a fantastic show.

OCTOBER 2018: Together with two GRAZIA readers and influencer **Palina Kozyrava**, two BABOR estheticians partied at the **Amsterdam Music Festival**. They won a POS challenge.



Girl power: **Palina Kozyrava** with two readers of the magazine **GRAZIA**



Everyone was given **CHILL OUT AMPOULES** for the chilled-out day afterwards.



Beauty is a matter for men, too: **Jochen Schropp** on the red carpet.

APRIL 2018: Beauty industry experts and celebrities get together in Berlin when the Fragrance Foundation awards the German perfume prize **DUFTSTARS**.



Jean Bork up close with the Hemp & Peace giant ampoule.



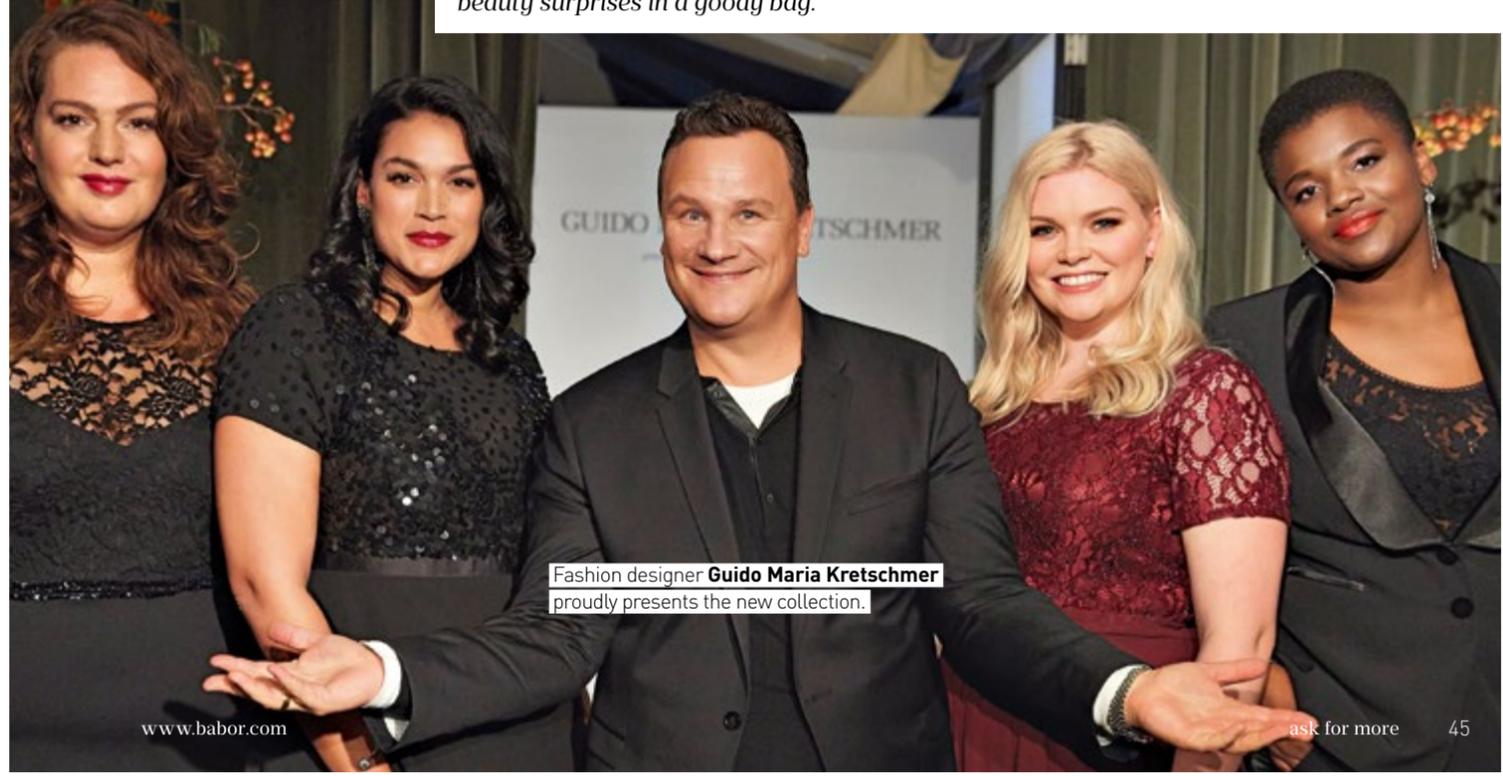
Eva Padberg in what is perhaps the coolest outfit of the evening.



In luck: Actress **Katrin Wobel** wins an ampoule set in the claw machine.

Fashion SHOW

SEPTEMBER 2018: Guido Maria Kretschmer showcased his new **CURVY SIZE** Collection in an **exclusive salon show**. The guests enjoyed new looks and BABOR beauty surprises in a goody bag.



Fashion designer **Guido Maria Kretschmer** proudly presents the new collection.



MORE LIFE



APRIL 2018: White beaches, Caribbean gardens and an azure ocean. 50 top BABOR customers accepted the company's invitation to join in on a dream trip to the **Dominican Republic**. Swimming with dolphins, a country safari and, yes, also a convention awaited the participants. But under the palm trees, the meeting was bright and breezy.



DREAM trip



Radiant winners at the **BEAUTY FORUM AWARDS** in Baden-Baden.

Beauty Forum AWARDS



This is what winners look like! **Dr. Helmut Drees** is delighted about the five awards for BABOR.

NOVEMBER 2018: Never seen before in the German beauty industry: BABOR scooped up five of the coveted "Beauty Oscars" at the BEAUTY FORUM AWARDS. "Our thanks go to the estheticians who voted us the best brand in the industry," said Dr. Helmut Drees, member of the Management Board, at the award ceremony.



The BABOR team celebrates the victory in **W Hotel's** rooftop Woobar.

AsiaSpa AWARDS

NOVEMBER 2018: The **Grand Cru** edition of the **AMPOULE CONCENTRATES** is a hit at the AsiaSpa Awards in Hong Kong and wins the category "New Product of the Year".



Christopher Hülbach, Head of International Sales, proudly accepts the award.



During the day, the minds were busy at work at the inspiring **conference**; in the evening, the BABOR partners had a great time.

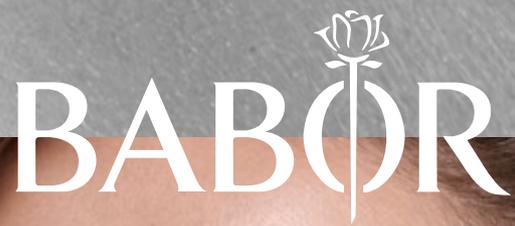
BAVARIAN Evening

OCTOBER 2018: The next Oktoberfest is never far away: BABOR moved the party to a Munich tavern where it celebrated some of its best **beauty partners** with a Bavarian evening – dressed up in gorgeous traditional costumes, of course.

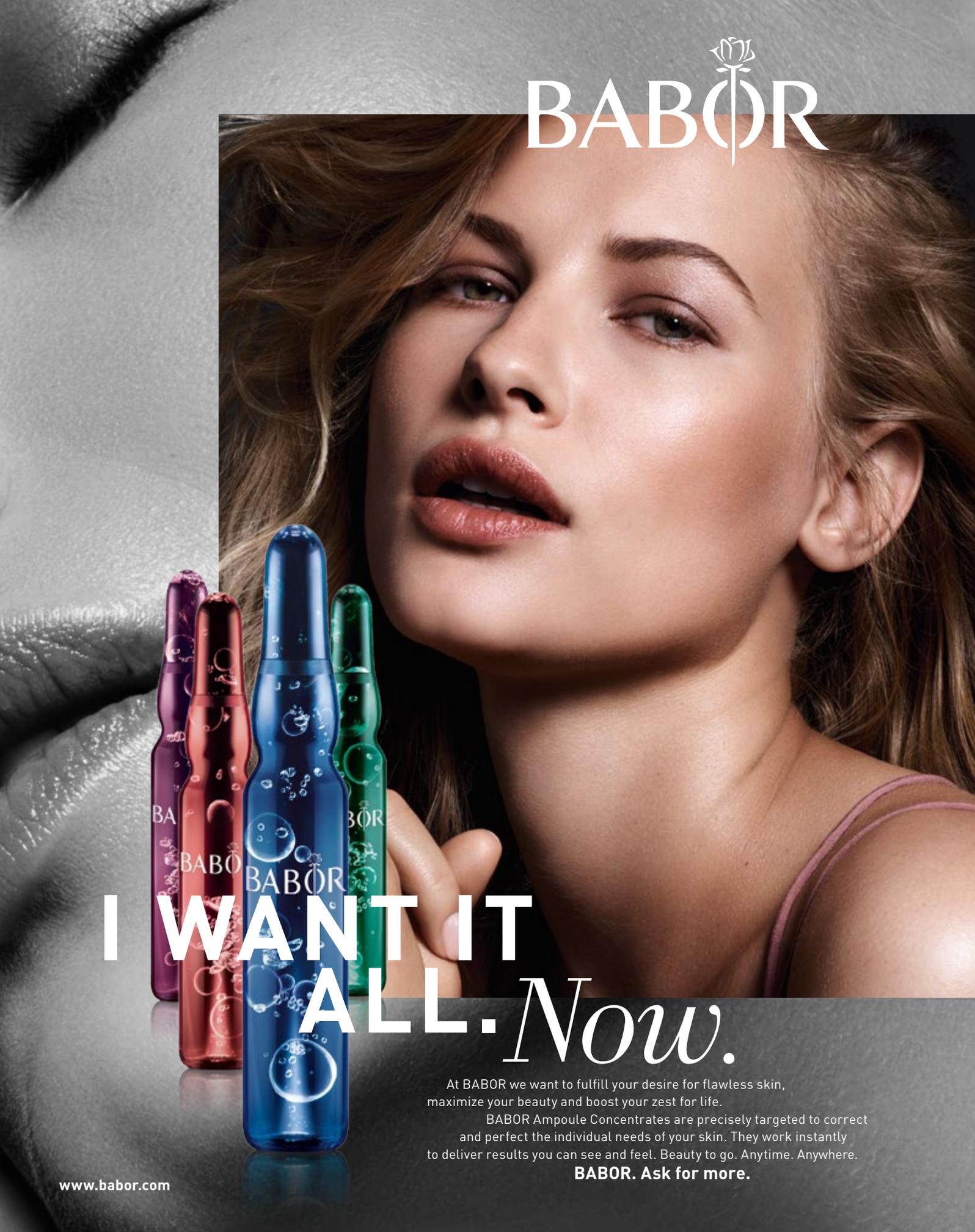


comma,
in L.A.

COMMA-FASHION.COM
#COMMAFASHION



BABOR



I WANT IT
ALL. *Now.*

At BABOR we want to fulfill your desire for flawless skin, maximize your beauty and boost your zest for life.

BABOR Ampoule Concentrates are precisely targeted to correct and perfect the individual needs of your skin. They work instantly to deliver results you can see and feel. Beauty to go. Anytime. Anywhere.

BABOR. Ask for more.