

2018 US EDITION

Simply
strong

*How skincare
influences the
way we feel*

ask for more

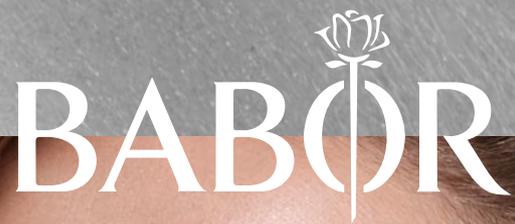
THE BABOR MAGAZINE

Stay
younger
longer

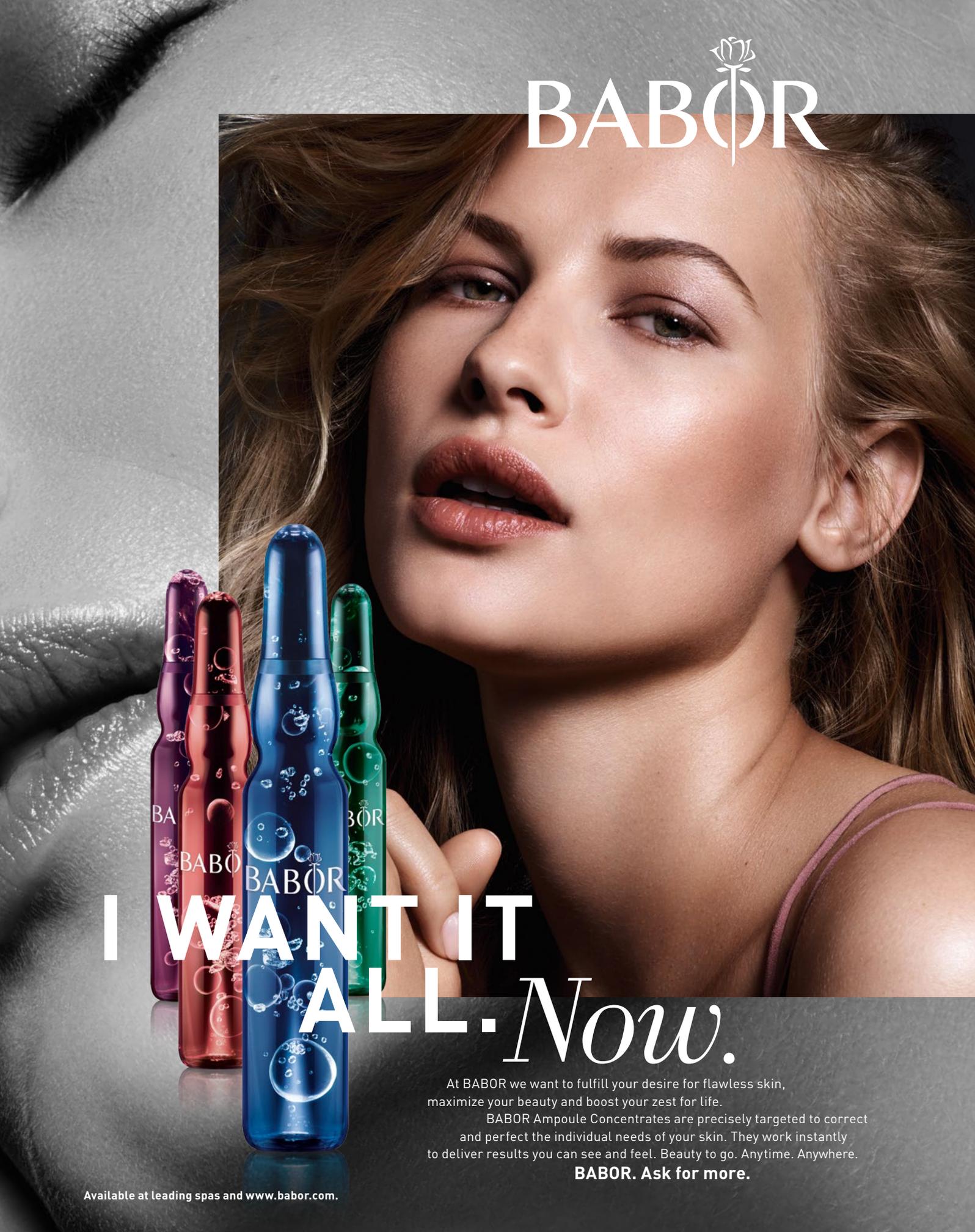
*How to make
the best of
our genes*

Look
better
faster

*How ampoules
fulfill every
beauty desire*



BABOR



I WANT IT
ALL. *Now.*

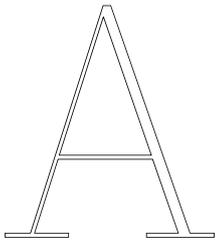
At BABOR we want to fulfill your desire for flawless skin, maximize your beauty and boost your zest for life.

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.

Available at leading spas and www.babor.com.

Ask for more



first date, a job interview; we all know these nerve-racking situations only too well. We know from experience that self-confidence helps us to cope with them much better. Self-confidence grows when we feel comfortable, in the right outfit and in our own skin. I don't just see that in myself but also in my 13-year-old daughter, every day. I really hope for her that she will grow to become a strong and self-confident woman.

BABOR works with many strong women. They include our customers, our estheticians, bloggers and our female employees. We would like to shout out to all the wonderful women in the **# BABORFAMILY: ASK FOR MORE!** Be more ambitious, more confident, more demanding and bolder – in your life, and with your skincare.

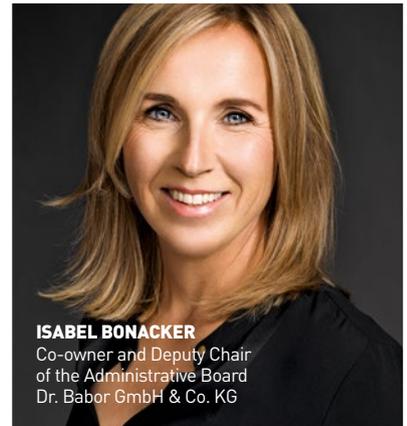
At BABOR we deliver “MORE”: professional, contemporary skincare and together with our cosmetics partners individual consultations and effective treatments.

So that **YOU** can do whatever you like.

EMPOWERMENT is a subject that is close to our heart at BABOR. In this magazine you will find lots of fascinating stories about strong women. We are committed to empowering and supporting women. That is why, for example, we donate 1 euro for every purchase of an ampoule gift set to the **UN WOMEN** National Committee for Germany.

Talking about the BABOR **AMPOULE CONCENTRATES**; their new look fits well with the modern self-image of women around the globe, as “Beauty to go. Anytime. Anywhere.” The **SKINOVAGE** line is also reinventing itself with updated active ingredients and a new packaging design, so you can be confident you are choosing the right skincare for your individual needs.

ASK FOR MORE also means: challenge us, ask your esthetician and, above all, be aware of what you want.



ISABEL BONACKER
Co-owner and Deputy Chair
of the Administrative Board
Dr. Babor GmbH & Co. KG

Yours,
Isabel Bonacker



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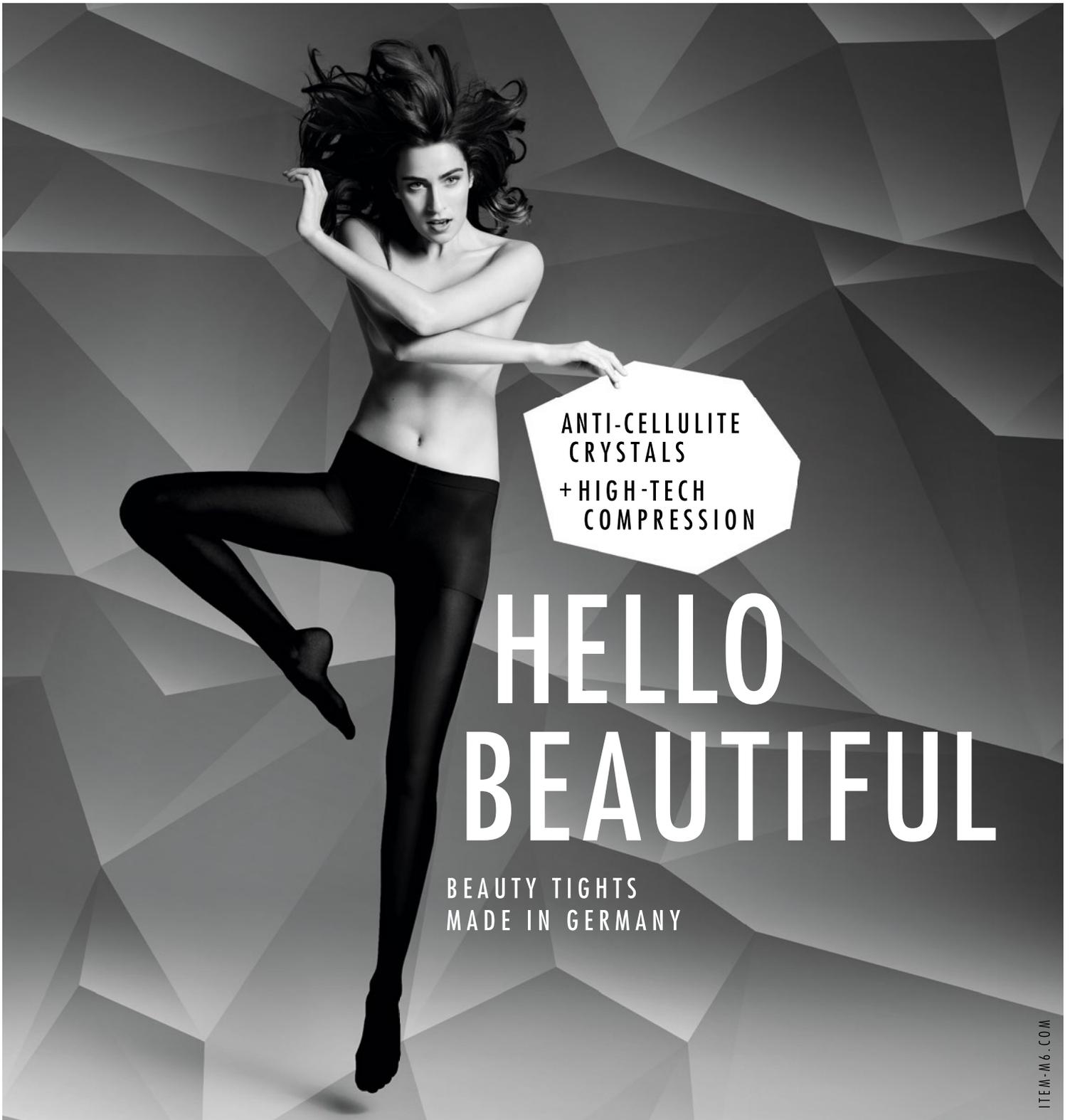
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that were extra-beautiful
thanks to BABOR



ANTI-CELLULITE
CRYSTALS
+ HIGH-TECH
COMPRESSION

HELLO BEAUTIFUL

BEAUTY TIGHTS
MADE IN GERMANY

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ITEM m6

THE INTELLIGENT LEGWEAR



A REVOLUTION IN FASHION BASED
ON THE LATEST MEDICAL TECHNOLOGY

Close-up

PEOPLE AND THEIR SPECIAL **CONTRIBUTION** TO THIS MAGAZINE



ANDREA WEBER, Director of Research and Development at BABOR, is featured in the interview on page 19 but no sentence in the magazine went to press without being verified by her. Inaccuracies have no chance of slipping through. So it's no surprise that trade journalists regard her as a reliable source of beauty input with substance. Coincidence originally led her to the beauty world, she says. We call it a lucky coincidence. Even when she is not in the lab, Andrea Weber does nothing by halves. She runs – marathons, obviously.



BABOR estheticians greatly supported the magazine with their tips, topics and reports. As we can't show everyone, we would like to say: Thanks to every single one of you!



BETTINA METZ, Executive Director, UN Women National Committee for Germany, helped us to adopt the right stance on the issue of equality, without false modesty (Page 36).



ELENA HELFENBEIN, Treatment Concepts at BABOR, infected the entire team with her enthusiasm for the latest beauty trend: multi-masking (Page 22).



SILKE KIENECKER, HAMBURG-BASED COACH, inspires others to pursue a career. She tells how women can facilitate their lives and advance in their profession. (Page 41).

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FOTO: ISTOCK (1)

Beauty is many things -
but not superficial.
Our experts explain why
beautiful skin is a boon
to SELF-ESTEEM

beauty

Research | Background info | Trends

Masks, massages and moisturizers not only impart a pleasant feel to the skin but also produce a feeling of calm, contentment and happiness. Professional estheticians experience this on a daily basis. Sara Pavo, a BABOR esthetician from Oberhausen, remembers one customer in particular who came for her first facial. She was very well groomed but was

wearing strikingly heavy make-up. "Cleansing revealed very reddened skin affected by rosacea." After a skin analysis and "listening very carefully" to her client, Sara Pavo was on the right track: "Some of the reddening was psychosomatic in origin." She recommended a course of ultrasound treatment and put together a skincare program to resolve the problem. This encouraged the customer to take further action: "She changed all her bad habits. It was as if she was consciously cleansing herself inside and out," the skincare expert recalls.

"After three months she no longer needed her camouflage make-up, and her confidence continued to grow. Now she has an inner and an outer glow, and she feels really comfortable in her skin."

Can this process be described as "superficial"? Hardly. Yet when it comes to beauty, many people take a condescending view, as beauty professionals know. If they talk about their job at a party, the response is often a rather forced smile and a snippy "Oh." Often it is men who respond this way, but there are also women who act as if beauty is

Beautiful.

BEAUTY IS ONLY SUPERFICIAL IF YOU TAKE A SUPERFICIAL VIEW. ON CLOSER INSPECTION YOU REALIZE THAT BEAUTY IS MORE THAN SKIN DEEP

And



strong.

somehow not quite respectable. The longer you deal with beauty, the more unimportant the purely visual aspect becomes.

The reason for that lies in our biology because skin, sensations and perceptions could not be more closely interlinked. About four days after conception, three cotyledons, which carry the blueprint for the entire organism, mature. One of them gives rise to skin, the nervous system and sensory organs. The much-quoted statement that skin is the mirror of the soul is thus not strictly correct: the skin and the soul are more like siblings. Contact of any kind therefore has a deep effect, confirms Professor Uwe Gieler, who heads the Dermatology Department at the University of Giessen Hospital. "Up to 50 receptors per square centimeter skin capture sensory impressions", he says, which is why he calls the sensory cells "the outposts of the brain".

Is it then any surprise that people who love their own skin are more contented, more optimistic and less likely to get flustered than their fellow human beings who take a superficial view of skin or who may have skin problems such as acne or atopic dermatitis? Whether you call

it cosmetics, taking care of yourself or "beauty". Anything that contributes to an overall sense of wellbeing is like a multivitamin tablet for the soul. This is backed up by evidence, which not even the most hardened skeptics can sweep aside. Psychologists, for example, have measured levels of the stress hormone cortisol in women before and after using

lipstick and; lo and behold; lipstick has actually been shown to have a destressing effect. Doctors recommend that cancer patients take part in "Look good, feel better" make-up seminars because they have a therapeutic effect, while in retirement homes, the number of falls is actually reduced when estheticians have been involved.

Beauty is more than just one's outer appearance

Professional upgrade Beautiful moment

OUR TIP for a short but soothing beauty break from the daily routine: during the **Beautiful Eyes Treatment** the esthetician pampers your eye area with cooling and refreshing pads before massaging in a suitable **AMPOULE CONCENTRATE** to suit your skin condition. Eyebrow correction and a lash tint ensure that your skin looks good after the treatment, even without make-up.
RESULT: a fresh, expressive, wide-awake-looking eye area
Length of treatment: 30 minutes





INTERVIEW

Take a deep breath

Finding inner strength on the treadmill between career, family and friends – how can it be done? Libby Weaver, Australian bestseller author, has a few suggestions



Abdominal breathing?

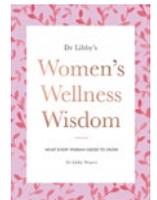
Deep breathing right down to the diaphragm triggers relaxation in every cell and helps to combat excess stress hormones that plague many women. Reducing coffee consumption is also helpful. Caffeine increases adrenalin secretion and puts our bodies into a harmful state of alarm. Incidentally, this also aids fat burning.

In your book “Women’s Wellness Wisdom” you give women tips about how to feel vitalized, healthy and beautiful.

How important is beauty to you?

We have a beauty crisis in our society. It creates massive pressure when beauty is regarded as the sole preserve of young, thin people. This flood of images makes it difficult for individuals to enjoy their own beauty. But precisely that is very important, in my view. I find it very empowering. And every other woman can do the same!

BOOK TIP: “Women’s Wellness Wisdom”, Libby Weaver



What do you recommend to women who don’t feel beautiful nor strong, but just stressed-out?

We must ask ourselves what sort of an image we create for ourselves. Many women think they have to be cleverer, taller, slimmer and more successful. But if you pigeonhole yourself that way you will soon put others’ needs above your own. More leverage is needed.

Sounds like a big thing.

Yes, it is, but no-one should be intimidated by that. Even small steps lead in the right direction. The best answer is abdominal breathing.

“Beauty is more than just one’s outer appearance, as we know,” confirms Astrid Rissen, BABOR esthetician. “When we feel beautiful and at ease in our skin, we are happier, more confident and more self-assured.” For skincare to have the desired feel-good effect, however, products

must be used that are tailored to the individual skin condition. That’s the only way to ensure successful results, though it’s not self-evident, as Astrid Rissen knows: “I never cease to be surprised at the number of customers who assess their skin type incorrectly.” A session with a

BABOR esthetician leaves no doubt that a professional skin analysis is an absolute must. And it’s not only skin that benefits: good skincare nourishes one’s inner strength, as Sara Pavo’s story shows – and hopefully you too have had a similar experience. ■

**Bag of tricks
The simple way to look good**

Beauty hacks from BABOR estheticians.

1 CLAUDIA SINGER, ZWICKAU:
Give your skin moisture, moisture, moisture! Dry skin looks matte, dull and pale. **Ampoules** and **serums** help to create plump-looking skin with a soft glow, even without make-up.

2 PETRA KABACA, EMSDETTEN:
If I don’t have time for anything, I use **BABOR REVERSIVE SUPREME GLOW Cream**. For events where I want to look radiant it’s essential.

3 VERA PÖLLABAUER, VIENNA:
Tired eyes with puffiness give you a grumpy look. That is why I recommend **BABOR SKINOVAGE COOLING EYE GEL** to all our customers, including men. It refreshes the eye area and leaves it looking smoother.

4 BARBARA VOLLMER, LÜDINGHAUSEN:
My tip is **exfoliation**. Removing dead skin cells restores a rosy complexion to dull, pale skin and improves the microcirculation. After exfoliation, active ingredients can be absorbed better, and at a deeper level.

5 KARIN SCHÖNE, COSWIG:
I love Babor ampoules. If I feel stressed in the evening, I treat myself to an **ACTIVE NIGHT ampoule**. And before an event, nothing beats the fantastic **3D FIRING ampoule**.



MORE **BEAUTY**

BEAUTY BOOSTERS AT THE READY:
BABOR AMPOULE CONCENTRATES
FULFILL YOUR SKIN'S EVERY NEED

*For those
who want
more*

Small ampoules, big impact! If you've never used BABOR AMPOULE CONCENTRATES, you're missing out. The delicate glass vials contain sophisticated ingredients in an ideal concentration, and provide all you could ever wish for from cosmetics, from express lifting to intense hydration, quickly and effectively. It's no surprise that these ampoules are the favorites of beauty bloggers. The Hamburg lifestyle magazine COUCH believes that BABOR ampoules will replace sheet masks as

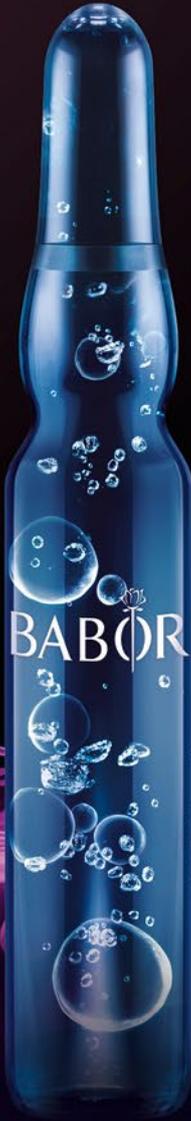
the IT cosmetics item, and hails the HYDRA PLUS ampoule with hyaluronic acid as the latest Instagram star.

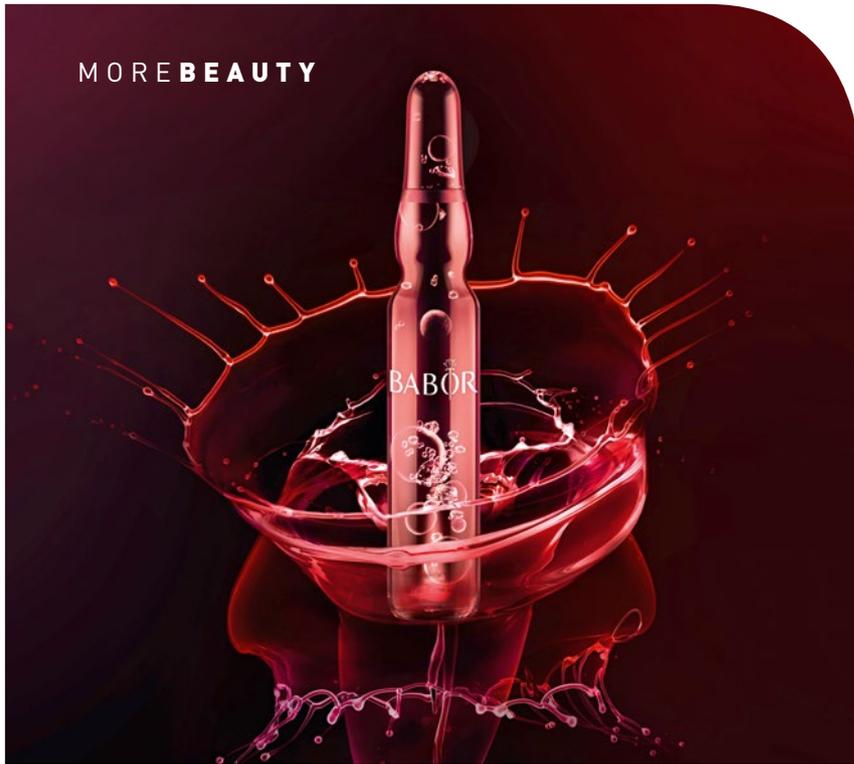
Application couldn't be easier: simply place the ampoule opener around the neck of the ampoule and snap it off. Then pour the contents into the palm of your hand and apply to your face, neck and décolleté. Each ampoule contains exactly the right amount for one application. For best results, press the elixirs into your skin using the palms of both hands. There's a good reason why the ampoules



BOR
12 ask for more

www.babor.com





Ampoules meet your skin's every **need** and its every whim

Ampoule guide The Fantastic Four

LIFT & FIRM 3D FIRMING:

with organic silicone and yellow horned poppy; firms tissue and improves skin elasticity
COLLAGEN CONCENTRATE: with tripeptides; boosts collagen synthesis and lends the complexion a plumper and smoother appearance
LIFT EXPRESS: with red micro algae extract and high-grade peptides; has an instant effect on fine lines and wrinkles and reduces their appearance



HYDRATION

HYDRA PLUS: with hyaluronic acid and a plant moisturizer; provides intense hydration
ALGAE VITALIZER: with plankton extracts; moisturizes and revitalizes skin functions, while the Anti-Ox complex has a protective effect
PERFECT GLOW: thoroughly moisturizes the skin and evens out weaknesses in the complexion; light-reflecting pigments create a youthful glow



REPAIR

MULTI VITAMIN: with vitamins A and E, Provitamin B5 and biotin; strengthens the skin's barrier, and leaves skin feeling soft
OXYGEN PLUS: with encapsulated oxygen; boosts energy levels in the skin, promotes skin regeneration and protects against environmental stress
ACTIVE NIGHT: with algae and truffle extracts; promotes regeneration overnight, and boosts beauty sleep; suitable for all skin types
AFTER SUN: contains rosemary extract; combats tightness and hot sensations, and leaves skin looking calmer and less reddened



SOS

MATTE FINISH: with resin extract; helps to reduce enlarged pores and shine, prevents blemishes, and has an instantly mattifying effect.
ACTIVE PURIFIER: high-dose shale oil sulfonate and tea tree oil have an anti-bacterial effect and calm spots
BEAUTY RESCUE: contains active marine ingredients to restore essential functions in stressed skin; strengthens the skin's defenses, hydrates, and promotes a smooth and even complexion
STOP STRESS: with wild indigo; reduces stress-related redness and irritations and strengthens the skin



come in a set of seven.

A seven-day course of treatment delivers visible results. If you want more – don't we all? – combine the week-long treatments à la carte and modify the skincare results to suit your individual needs. Ideally, begin the first week with an intensely moisturizing treatment with ampoules from the HYDRATION range because well-hydrated skin is better able to absorb active ingredients in a subsequent product.

Another benefit of individually portioned skin treatments is that the active ingredients retain their quality during storage because they are not exposed to the air or skin between the filling stage and application. That means you can keep these individual "special helpers" ready so you always have a tailor-made, effective solution on hand for any situation.

However, we have to give these mini-miracle workers a little assistance so they can develop their full effect. The more thoroughly skin is cleansed beforehand, the greater the effect of the BABOR AMPOULE CONCENTRATES! The ideal time to begin a week-long treatment is after a peel.

The ampoules are divided into four main themes, which makes it easier to find the ideal solution for individual needs: LIFT & FIRM smooths and firms, HYDRATION binds moisture with a long-term effect, REPAIR provides solutions for damaged skin, while SOS provides first aid when beauty problems occur. ■



Professional upgrade 30-minute miracle workers

AMPOULE CONCENTRATES are the unique highlight of a professional **BABOR treatment**. The special application technique feels like a mini-massage, as the esthetician literally "pats" the active ingredients into the skin. This ritual is very soothing and improves the skin's ability to fully absorb the concentrate perfectly. The

effect can be further enhanced by ultrasound. The **HYDRA BOOST TREATMENT** is the perfect lunchtime facial. The skin is cleansed gently and toned, before dead superficial skin cells are removed with exfoliating grains made from sugar syrup. It is now ready to absorb the **ALGAE VITALIZER AMPOULE CONCENTRATE**, which contains

algae extracts to thoroughly moisturize, revitalize and protect the skin. Alternatively, the **HYDRA PLUS AMPOULE CONCENTRATE** with hyaluronic acid binds moisture in the skin and – thanks to a special polymer – prevents moisture loss. The result: **a fresh, ideally moisturized, plumped-up complexion**

Facts, please!

The AMPOULE CONCENTRATES in figures

60

years of solid research have led to the formulas available today

14

different high-tech formulas ensure the perfect solution for every skin condition and need

40 MIO.

BABOR AMPOULE CONCENTRATES are used every year around the world, making BABOR the world's leading manufacturer of beauty ampoules

2

ml of highly concentrated active ingredients are contained in every ampoule – exactly the right amount for the care of the face, neck and décolleté



Time in our hands

“IT’S ALL IN THE GENES”
– A STATEMENT WE HAVE
ALL HEARD IF NOT SAID
OURSELVES, THOUGH
NOT ALWAYS RIGHTLY
SO, AS THE LATEST
RESEARCH REVEALS

Hard as it is to imagine, given the variety of human faces, bodies, heights and skin colors, only about two percent of all humans do not share the same DNA. That is enough to make many children the image of their mothers or fathers. Whether we develop a tummy at an early age or wrinkles at a later stage; whether we get pigmentation marks, stay slim or struggle with being overweight.



FOTO: ISTOCK

All that cannot merely be explained by our DNA, because 98 percent of us are “cut from the same cloth”.

In June 2000, then US President Bill Clinton had a very different vision: “Today, we are learning the language in which God created life”, he promised wholeheartedly when the human genome was decoded for the first time. The more researchers learned in the following years, the

more they understood that no strong link exists between our genes and what actually happens. Initial research revealed the sobering fact, mentioned above, that about 98 percent of us have more or less the same genetic make-up. Since then the fundamental question is no longer “Is this or that gene present?” but rather “Will this or that gene become active?”.

Epigenetics, a young and complex field of research, seeks to answer this question. For the first time, it has examined how the cells in our body find their way to the precise information they need. Discussing this subject with a scientist is no walk in the park, unless you’re really into complicated specialist terminology. Luckily, however, Andrea Weber, Head of BABOR’s Research and

Innovation Center, has a clear explanation. “Imagine there was a telephone book of the whole world. Everyone would have more or less the same book, but the pages relating to each individual would be marked with a Post-it note.” So far, sounds pretty clear, right? The global telephone book represents the DNA in our cells, and the Post-it notes are the epigenetic markings. The gene sequence with the blueprint for new connective tissue would thus be marked on a young cell so that the body can recognize the spot instantly and produce elastin fibers, keeping the skin firm.

Over the years, however, the Post-it notes can get torn. When this happens, skin cells lose the signpost to the connective tissue blueprint, and stop producing elastin. Sooner or later, this leads to wrinkles, circles under the eyes or sagging skin. The question, therefore, is whether the markings protect themselves. And if so, how. Researchers still have a long way to go before they find the answer, but what has emerged up to now makes instant sense. UV radiation, pollutants from

car exhaust, food additives or lifestyle “sins” such as cigarettes switch the genes to “old”. We are also happy to accept the good influences discovered to date: Professor Frank Lyko, a leading German epigenetics researcher, has succeeded, for example, in using green tea, curry and soybeans to positively influence the epigenetic clock. It’s not exactly groundbreaking news that green tea, spices and soy have a positive effect on our bodies. But it is nice to know that the latest research confirms this positive effect.

We are also learning something new about beautiful skin and anti-aging. Up to now, epigenetics has supported the thesis that about 30 percent of skin aging is predetermined by inevitable chronological aging. The remaining 70 percent can be influenced if we protect ourselves against UV radiation and avoid stress factors such as nicotine, glycation and environmental stress. The cells receive youthful energy from nutrition that is rich in vital ingredients and active ingredients that cosmetics deliver to the skin. They activate good cell properties and slow down the aging process. The BABOR research team led by Andrea

TODAY RESEARCHERS
NO LONGER ASK WHETHER
A GENE IS PRESENT –
BUT RATHER “WILL IT
BECOME ACTIVE?”

Professional upgrade Beauty à la carte

At a BABOR salon beauty professionals can offer **tailor-made treatments** with SKINOVAGE to suit your needs and skin condition (60 or 90 minutes, with skincare recommendations for your skincare routine at home)

Weber has succeeded in finding an ingredient that achieves precisely this aim in the skin cells during daily skincare. The EpigenTech Power Peptide, contained in all SKINOVAGE products, works like a time machine for all cell functions (more about that in the interview on the right).

For Swiss-based dermatologist Dr. Felix Bertram there is another factor besides lifestyle and skincare. “I personally believe that emotional wellbeing has a very big influence at the epigenetic level.” This cannot as yet be proven, but the suspicion is growing that the harmful effects of stress on our health are being demonstrated in an increasing number of studies. Perhaps the scientists will one day find out how constant tension switches off positive cell attributes. Until then, we recommend that you stay relaxed; epigenetics or not. Felix Bertram: “As a doctor I experience every day how important wellbeing is for one’s health. People who take life easier are healthier.” ■



CLARIFYING:
SKINOVAGE
PURIFYING
SERUM reduces
blemishes, supports
and calms the skin



BALANCING:
SKINOVAGE
CALMING BIO-
CELLULOSE MASK
calms irritated skin



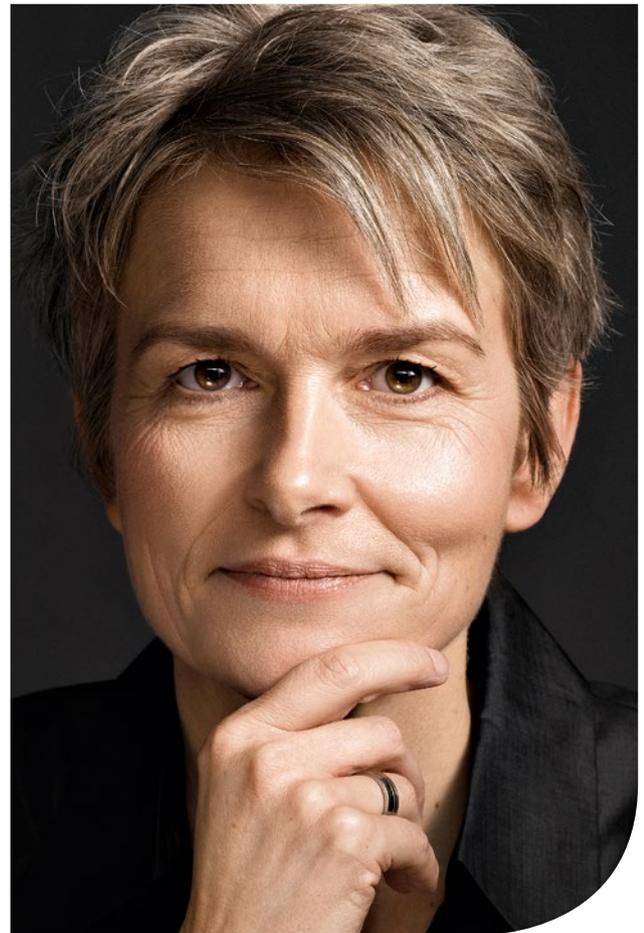
AWAKENING:
SKINOVAGE
VITALIZING CREAM
contains stimulating
active ingredients



FLEXIBLE:
SKINOVAGE
BALANCING
CREAM pampers
combination skin
and reduces sebum
secretion

“The key to healthy skin”

IN OUR INTERVIEW, ANDREA WEBER, HEAD OF BABOR'S RESEARCH AND INNOVATION CENTER, EXPLAINS WHAT **SKINOVAGE** HAS TO DO WITH EPIGENETICS



More: *To what extent has the latest knowledge about epigenetics been incorporated into the new SKINOVAGE line?*

Andrea Weber: We looked at what natural substances have an epigenetic effect. We were particularly impressed by the peptide that is responsible for a worker bee evolving into a queen bee, although both have absolutely identical genes. We have used this substance, which we call the EpigenTech Power Peptide, in all our SKINOVAGE products.

More: *Do these products alter our DNA?*

Andrea Weber: No, cosmetics cannot change DNA. We are not allowed to swap base pairs or influence gene segments. For BABOR products we predominantly select active substances that protect our DNA.

More: *What effect does the EpigenTech Power Peptide have in human skin?*

Andrea Weber: At the end of 2017, studies on its effects were concluded at a renowned testing institute. These showed that it accelerates skin regeneration. It also optimizes natural skin functions, which in turn improves the skin barrier, lipid protection and skin regeneration. Basically, it provides general protection and all-round care; for strong, healthy skin. The peptide stimulates everything that slows down with age.

More: *What is the EpigenTech Power Peptide derived from? Royal jelly?*

Andrea Weber: No, it's a nature-identical substance. We like these ingredients because they enable us to work very

precisely. Proteins operate according to the lock and key principle. That means that certain segments or peptide sequences dock onto specific receptors in skin cells and influence natural skin functions. These so-called active centers can be recreated in the laboratory. In other words, peptides are manufactured in corresponding 1 to 1 to the active centers of the natural model. You obtain exactly the key you need, without having to take additional components into account. A further advantage of nature-identical substances is their availability. In our view, a peptide that's manufactured in a lab is preferable to the idea of robbing bees, which are already endangered, of their royal jelly for cosmetic purposes.

MORE BEAUTY

The power of plants to regenerate skin

The key component of the **DOCTOR BABOR REPAIR RX** products is **BIOGEN PLANT** extract. Eight herbal essences boost the skin's ability to regenerate. Thanks to its intensive action, **ULTIMATE REPAIR CREAM** is often recommended before and after cosmetic surgery, as it can even help to make scar tissue more supple.

Tip: ULTIMATE REPAIR CREAM with 15 percent **BIOGEN PLANT** extract



Moisturizing with long-lasting effect

DOCTOR BABOR HYDRO RX offers skincare products with state-of-the-art moisturizing properties. The blend of low, medium and high-molecular-weight **hyaluronic acids with HY-3 peptides** has an instant, smoothing effect and creates a 24-hour moisture reservoir.

Tip: HYALURON SERUM and **HYALURON CREAM** for thorough hydration



Doctor in

FANCY A SPECIALIST TREATMENT?
DOCTOR BABOR
IS ON HAND TO CARE FOR DEMANDING SKIN

Balance for the complexion

Couperose, enlarged pores, cellulite? **DOCTOR BABOR REFINE RX** restores the skin to tip-top condition, thanks to **cellular fine-tuning** and carefully coordinated precision formulas.

Tip: RETINEW A16 CONCENTRATE with ten percent Retinew A16 stimulates skin regeneration





Treatment for very sensitive skin

DOCTOR BABOR CALMING RX provides special care for hypersensitive and extremely dry skin. Contains a **blend of active ingredients** to combat overreactions, microsilver to strengthen skin from the inside, and lipids to support the skin barrier.
Tip: INTENSIVE CALMING CREAM, 24-hour cream; also suitable as an eye cream

Doctor brands”, or cosme-ceuticals, i.e. cosmetics developed by chemists, doctors or pharmacists, are popular. What is special about DOCTOR BABOR? “During the development stage, we always test whether an active ingredient is really better and supports natural skin functions”, says Andrea Weber, Head of BABOR’s Research and Innovation Center. “That’s why DOCTOR BABOR stands for effective, cosmetic skin therapy.” DOCTOR BABOR has been

the house

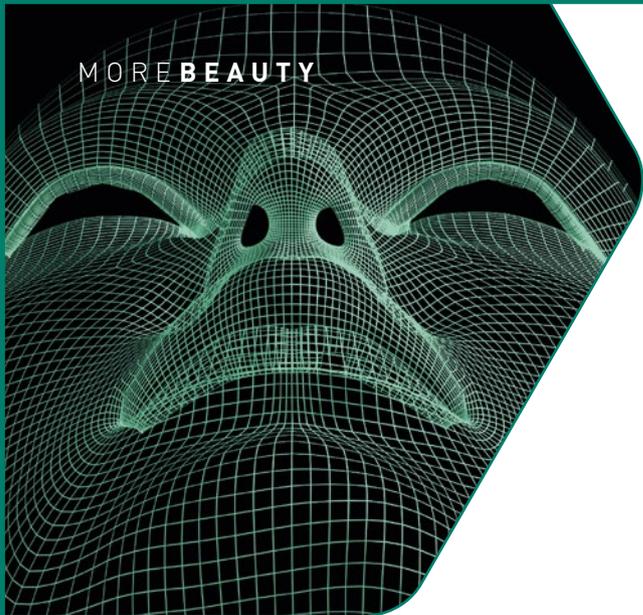
Competition for injections

The **DOCTOR BABOR LIFTING RX** range helps to reduce fine lines and wrinkles and firm sagging facial contours. Products contain innovative precision formulas and high-tech ingredients, e.g. edelweiss stem-cell extract, biomimetic collagen boosters and high-dose vitamin C, to combat signs of aging.
Tip: Use LIFT SERUM as an alternative to Botox to ease microtensions



praised by professional colleagues. Dermatologist Dr. Daniela Höller Obrigkeit: “From a dermatologist’s point of view, DOCTOR BABOR CALMING RX is absolutely remarkable.”

Another benefit is that this “specialist” is part of a team. The consumer does not have to decide on their own whether red cheeks are a sign of couperose or hypersensitivity. The BABOR experts know exactly when DOCTOR BABOR is needed – and which treatment is best. ■



Premiere in 1st class

LUXURY SKIN CARE: DOCTOR BABOR LAUNCHES MASKS

Four innovative masks are added to the DOCTOR BABOR range. DOCTOR

BABOR will thus provide new solutions for everyone who's as excited by the **multi-masking** trend as the beauty bloggers, who post enthusiastic reports on this topic frequently.

The star of the quartet is the **LIFTING RX CUSTOMIZED SILVER FOIL MASK**, which is applied together with individually selected serums. First, the serums are applied on the specific area of the face, for example, **LIFTING RX LIFT SERUM** on laughter lines, **REPAIR RX ULTIMATE CALMING SERUM** on reddened areas on the cheeks and **LIFTING RX COLLAGEN SERUM** along the jaw line. Next, the **SILVER FOIL MASK** is applied and left on for

15 -20 minutes. This creates an occlusion effect (see interview), which can enhance the effect of the serums. One more tip: "Store the mask sachets in the fridge as that increases the refreshing effect", Elena Helfenbein recommends. Thank you, DOCTOR BABOR! ■

Professional upgrade **Absolute precision work**

MULTI-MASKING TREATMENT

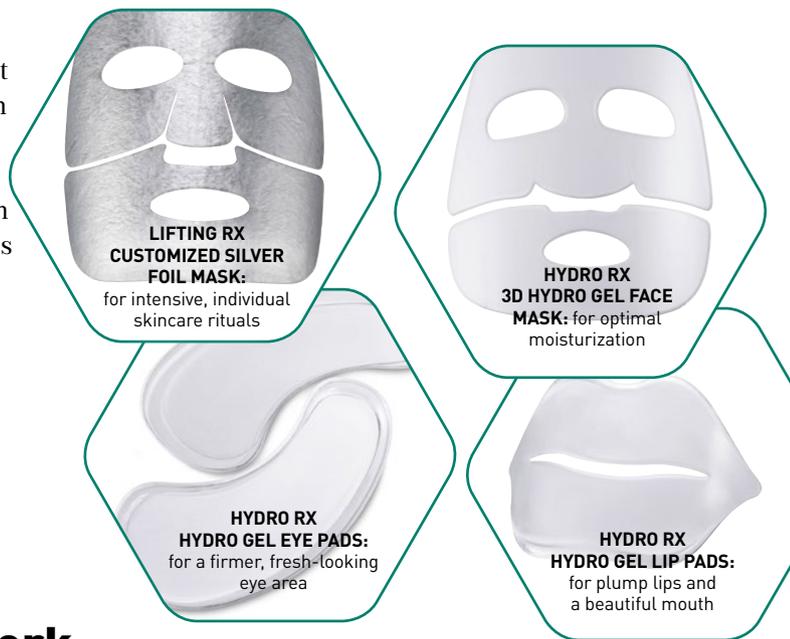
BABOR estheticians offer the Multi-Masking Treatment, thus putting the current **Multi-Masking** trend into practice at a professional level, using products that are tailored to the needs of special areas of your face. The esthetician applies several products rather than just one serum or cream. As part of the **Multi-Masking Treatment** she performs a **skin analysis** to identify the different, localized needs such as redness on the cheeks, blemishes in the T-zone or expression lines around the



eyes. After **thorough preparation** (cleansing, Rich Vitalizing Mask, exfoliation), she smooths an intensely hydrating and regenerating serum over the entire face. Next, depending on the aim of the treatment, she applies various serums to individual areas of the face. For best results, the **LIFTING RX CUSTOMIZED SILVER FOIL MASK** is then applied. This has an occlusion effect, which improves the skin's ability to absorb active ingredients.

ELENA HELFENBEIN heads the Treatment Concepts department at BABOR

In beauty treatments, an occlusive product forms an air- and watertight barrier over the skin. The accumulation of moisture in the upper layers of the epidermis saturates the skin, leaving the complexion looking smooth and plumped up. While the mask is in place, we make **gentle, stroking movements** from the center of the face outward to stimulate lymph flow. This helps to decongest the tissue and reduces the appearance of bags under the eyes. Once the finishing cream is applied, the skin looks perfectly moisturized and feels beautifully supple; the complexion has a youthful glow, and a smooth, fresh and plumped- up appearance."



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Power to go

INSTANT ANTIOXIDANTS TO DRINK

Berlin-based food start-up **foodspring** has developed Smoothie Balls from raw organic-ingredients. Place in the blender, add liquid, whizz. Done. **The green menu** for beauty from the inside. Three types, sugar- and additive-free.



Blue light, (HEV) **High Energy Visible** has come under criticism. It is present in daylight, but also is emitted by TVs, tablets and mobile phone screens. In a similar way to UVA light, HEV penetrates deep into the skin where, according to the latest knowledge, it attacks the cells by causing oxidative stress. In addition to cell-energizing ingredients, BABOR has therefore integrated **Blue Light**

Protect; a complex of cocoa peptides, saccharides and polyphenols; into its SKINOVAGE VITALIZING products. These special anti-oxidants help to protect anyone who can't avoid looking at screens.



HELLO, CO-WORKER
Take it to the office:
BABOR SKINOVAGE
VITALIZING SERUM with
blue light protection

Global sales of color cosmetics are projected to reach about **10 billion dollars** in 2023, up from just under six billion dollars in 2016.

ALLIED MARKET RESEARCH 9/2017



Out of Rosenheim

BABOR ANNOUNCES **GRAND CRU** AMPOULES WITH ROSE POWER

*This innovation is still being refined in the lab, but in Fall 2018 BABOR will launch its luxurious **Grand Cru Edition** with three special AMPOULE CONCENTRATES. Black ampoules containing cell-protecting molecules obtained from the black Baccara rose. White glass ampoules encase a*

concentrate of white rose extracts for added radiance, while Damascene rose extracts for smooth, firm skin are sealed in dusky pink ampoules. As soon as they are applied, all the ampoules pamper the skin with a precious rose fragrance and promise long-lasting, visible results.

FOTOS: I!STOCK (2)



style

Fashion | Standpoints | Accessories

Page 30

Jacob Cohën's luxury jeans
are an example of how you can
view **CLASSIC** items in a new
light and stay on trend

That's IT!

WHAT IS GOOD STYLE? IT'S SOMETHING YOU CAN BEST FIND OUT FOR YOURSELF, AS SIX **BLOGGING FANS** REVEAL IN THE SHORT INTERVIEW- THOUGH CROCS AND KARL LAGERFELD PLAY A SPECIAL ROLE. PLUS: ITEMS FROM CURRENT COLLECTIONS THAT HAVE A HIGH "IT" FACTOR



WEARABLE CHIC

Chloé's "Nile" bag with **shoulder straps**. Tip for everyone for whom Mulberry's "Alexa" is too big

MY COACH IS A LADY
Nokia Steel can do everything that current **fitness trackers** offer, but looks much better



Alexandra Lapp

What is more important than beauty?

Health.

Which accessory can you not live without at this moment?

High heels!

What, in your view, has been the greatest fashion flop in recent years?

Crocs.

What is your all-time favorite IT piece? Which item in your wardrobe will you hang on to until it falls apart?

My Hermès Kelly bag.

What would you never wear?

Crocs.

Which designer would you most like to go shopping with, and why?

Karl Lagerfeld. The name says it all.

Frankly, what have you always wanted to say about style?

I love what Coco Chanel said: Fashion is ephemeral but style is eternal.

More from Alexandra at www.babor.com and www.alexandralapp.com

Lisa Hahnbück



What is more important than beauty?

Family. I grew up in a large family with three younger brothers, and I love family chaos and the constant commotion. My brothers are my harshest critics, but they're always behind me.

Which accessory can you not live without at this moment?

Bags and shoes; my absolute weak spot.

What is your all-time IT favorite piece?

My Chanel flap bag, an IT item that's so classic that it can be combined with everything and never goes out of fashion.

What would you never wear?

Never say no, but there are simply some items of clothing that I don't like.

You blog. Others do too. Can you tell us your favorite blog?

One of my favorite blogs is styleheroine.com. Evangélie's style is laid-back, relaxed and at the same time surprisingly elegant.

Which designer would you most like to go shopping with, and why?

Demna Gvasalia or Virgil Abloh. Both designers sharply define current trends. I would like to find out more about them over a coffee.

Frankly, what have you always wanted to say about style?

Do your thing. The main thing is that you feel good. Today authenticity is more important than ever!

More about Lisa at www.babor.com and www.lisahahnbuock.com



EYECATCHER
Alternative to the eternally sleek Burberry coat: **velour trench coat** from Longchamp

MASTERPIECE
Michael Kors' **pointed-toe flats** for everyone who loves shoes but likes to keep both feet on the ground



What is more important than beauty?

Aura!

Which accessory can you not live without at this moment?

Rings, preferably a cool combination of many rings that works with almost every outfit.

What, in your view, has been the greatest fashion flop in recent years?

Crocs.

What is your all-time favorite IT piece?

Which item in your wardrobe will you hang on to until it falls apart?

My black vintage PVC coat.

Which color do you miss in the current collections?

None because orange and yellow are back with camel and beige tones. In the summer, a bit more silver could be worn.

You blog. Others do too. Can you tell us your favorite blog?

Refinery 29.

Which designer would you most like to go shopping with, and why?

Karl Lagerfeld! He's so honest and direct that it would be very amusing.

Let's look in the crystal ball. What will characterize fashion in the coming years?

Top-quality, outstanding materials from sustainable production.

Frankly, what have you always wanted to say about style?

Style is important. But what's more important is that fashion is fun!

More from Lisa at www.babor.com and www.blogger-bazaar.com

Lisa Banholzer



Farina Opoku

What is more important than beauty?
Definitely health!

Which accessory can you not live without at this moment?

My new rings from Anna Inspiring Jewellery as I just love jewellery and hardly ever take it off.

What, in your view, has been the greatest fashion flop in recent years?
Neon items in any form. Ha!

What is your all-time favorite IT piece? Which item in your wardrobe will you hang on to until it falls apart?
My black Gucci bag with two hearts on the front. Not necessarily because it looks so special but because there is a story to it, and it was so hard to get it. And, of course, it's classic and goes with every outfit.

What would you never wear?
I don't like dungarees on myself. Jumpsuits are also not really my thing.

You blog. Others do too. Can you tell us your favorite blog?
I must admit that I myself rarely read blogs by other bloggers. I tend more to be inspired by Instagram or music. Lana del Rey is my role model.

Which designer would you most like to go shopping with, and why?
Karl Lagerfeld, simply because in private he would undoubtedly have an incredibly funny and biting sense of humor. :)

Let's look in the crystal ball. What will characterize fashion in the coming years?
I hope it'll be lots of feminine styles with a slight boho feel, just perfect for us elegant Bohemians with a Romantic streak.

Frankly, what have you always wanted to say about style?
Let yourself be inspired, but remain true to yourself, no matter what's currently on trend!

More from Farina at www.babor.com and www.novalanalove.com



THE BIG BLUE
The little black dress deserves respect, but navy blue (here from Strenesse) masters the look of understated elegance much better.

TOUR DE FORCE ON THE TRAPEZE
The British Pop Art icon Bethan Laura Wood designed the toothpaste bag for Valetra. Grace Kelly and Hermès do not hold any shares...

Nina Suess



GOOD STUFF

A new interpretation of the classic from Hermès. Long live the **symbol of elegance!**

What is more important than beauty?
Friendship, family, time spent together.

Which accessory can you not live without at this moment?

My 90s vintage Fendi baguette, which I found in a second-hand shop in New York.

You blog. Others do too. Can you tell us your favorite blog?

I love Carlotta Oddi's Instagram account. I can draw more inspiration from her posts than from most blogs.

Frankly, what have you always wanted to say about style?

Do your own thing. Be bold, and if you like something, wear it!

More from Nina at www.babor.com and www.nina-suess.com

MARGINAL NOTE

Also, **notebook**: from Smythson, the top English address for fine leather goods

RECIPE FOR SUCCESS

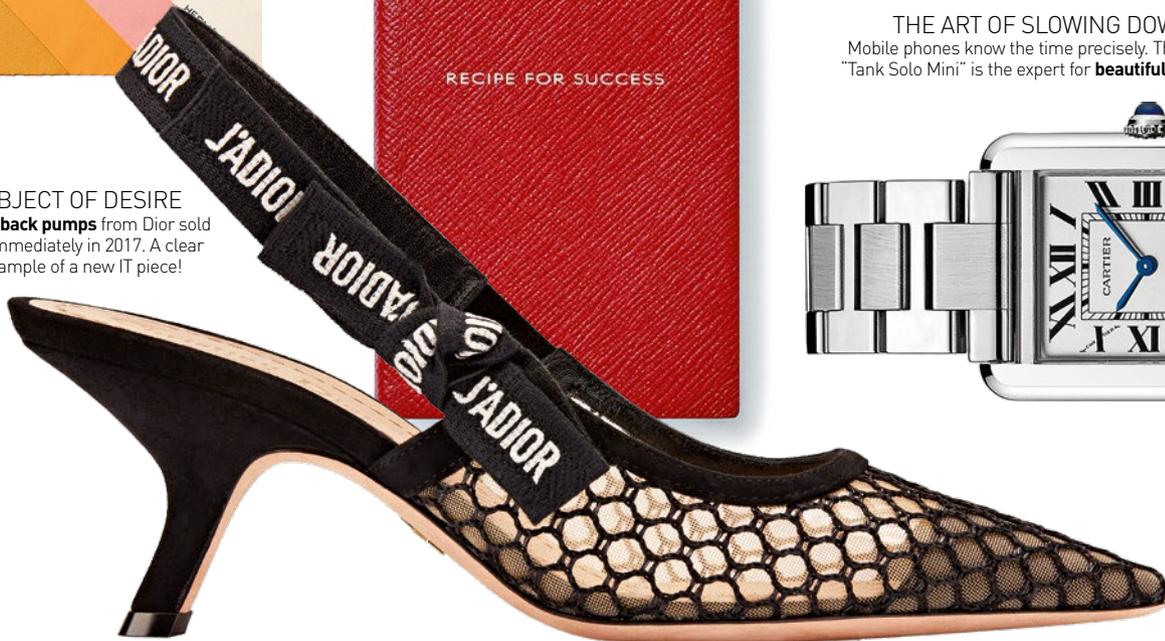
THE ART OF SLOWING DOWN

Mobile phones know the time precisely. The Cartier "Tank Solo Mini" is the expert for **beautiful moments**



OBJECT OF DESIRE

Sling-back pumps from Dior sold out immediately in 2017. A clear example of a new IT piece!



Sonja Paszkowiak



What is more important than beauty?

Being kind and friendly at all times. Because often what counts is not looks but inner values.

Which accessory can you not live without at this moment?

Nothing goes without a handbag. It's a great accessory for upgrading a casual look.

What, in your view, has been the greatest fashion flop in recent years?

I've never understood the neon trend.

What is your all-time favorite IT piece?

Which item in your wardrobe will you hang on to until it falls apart?

My favorite jeans. It's not that easy to find a perfect pair of jeans.

What would you never wear?

A bolero jacket. An item that's never entered by wardrobe, nor will it do so in the near future.

Which color do you miss in the current collections?

This winter was really perfect for me as all my favorite colors are big topics. Red, bordeaux and khaki can be seen in every collection.

Which designer would you most like to go shopping with, and why?

Karl Lagerfeld. Simply because he's a style icon.

Frankly, what have you always wanted to say about style?

I think it's incredibly important that everyone finds their own style and also remains true to themselves.

More from Sonja at www.babor.com and www.shoppisticated.com

IN SHORT: TRENDS

SHORT CUTS STYLE

AND TREATS



FOTO: ISTOCK



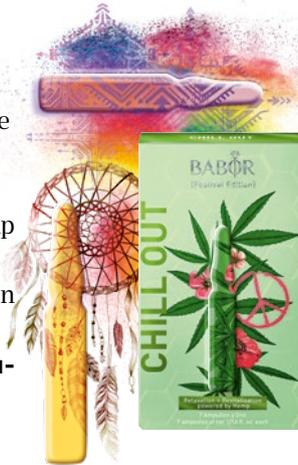
Berlin says hello

These earrings were crocheted. In Berlin. Seriously! **RITA IN PALMA** is the cool label for which migrants craft designer jewelry.

Good Vibes

WE ARE LOOKING FORWARD TO THE **FESTIVAL SEASON**

Jazz, Rock and Roll, Alternative and Hip Hop: music festivals are hip for all ages. Boho and laid back styles are ideal, and while you are enjoying the music and the atmosphere **BABOR** can take care of your skin. Six limited edition festival ampoule treatments help to restore skin after summer nights spent outside at Coachella, Burning Man and more. One of them: **CHILL OUT** edition with the **Hemp & Peace ampoule** (and perfectly **legal hemp seed oil** with valuable Omega 6 fatty acids).



It only looks as if it originated in the 1920s: **Gramophone 2.0** speaker (from Gramovox) is Bluetooth-enabled and has a Micro-USB port.



82% of women say: "I have no fashion role model." We say: That's good! Be unique!

VKE/KANTAR TNS

Denim de luxe

ITALIAN **JEANS-UPGRADE**

Palazzo pants, kimono-style shirts, denim jackets with military flair: Designer **JACOB COHEN** has a soft spot for women who love denim but don't want a run-of-the-mill look.



CREDIT: BLINDTEXT

Do you like bright colors?

2018 COLOR OF THE YEAR: **ULTRA-VIOLET**. IT'S UP TO US WHETHER IT BECOMES A TREND, OK?

FOR YOUR HEAD

A pillowcase that looks like a sea of petals and measures 30 x 50 cm: "Dorothy" from **PAD**



FOR THE EVENING

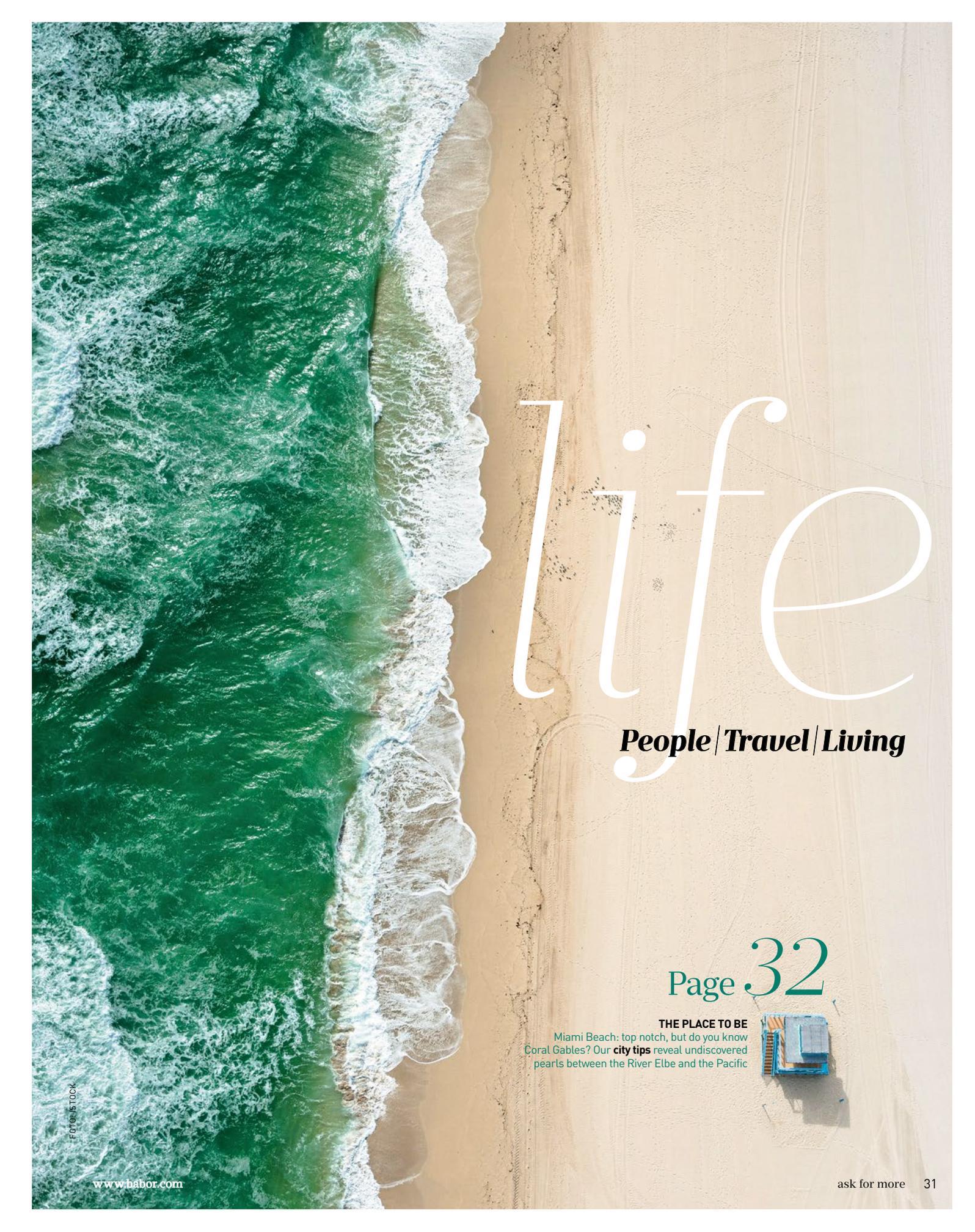
Heavenly applications adorn **Prada's** Moon and Stars bag (spotted on mytheresa.com)



FOR EVER

Extra cuddly! Sweatshirt from **Philosophy di Lorenzo Serafini**





Life

People | Travel | Living

Page 32

THE PLACE TO BE

Miami Beach: top notch, but do you know Coral Gables? Our **city tips** reveal undiscovered pearls between the River Elbe and the Pacific



PHOTO: ISTOCK

MORE LIFE

Places to be

NEW HORIZONS: THESE **CITY DESTINATIONS** OFFER
UNEXPECTED HOTSPOTS AND TOP ADDRESSES
FOR BABOR FANS



Hamburg

Fresh breeze from the Elbe: the “Elphi” concert hall adds a vibrant note

NEW PERSPECTIVES

The corks were popping on the Alster Lake when Hamburg was named the only German city to rank among the Top Ten most livable cities in the world in 2017. Hamburg has long been a favorite with tourists, especially since spectacular concerts have been held in the Elbphilharmonie built at the location of the Kaispeicher, a former docklands warehouse.

BABOR @ ELBSPA AT WESTIN

Katharina Krabben from the ElbSPA enthuses: “We are the SPA in the Elphi! Our name speaks for itself. We offer exclusivity in an exclusive location.” The breathtaking view of the harbor, Hamburg’s longest hotel pool and four saunas are rated highly by guests. The most popular BABOR treatment is the relaxing and refreshing **SKINOVAGE Facial**.

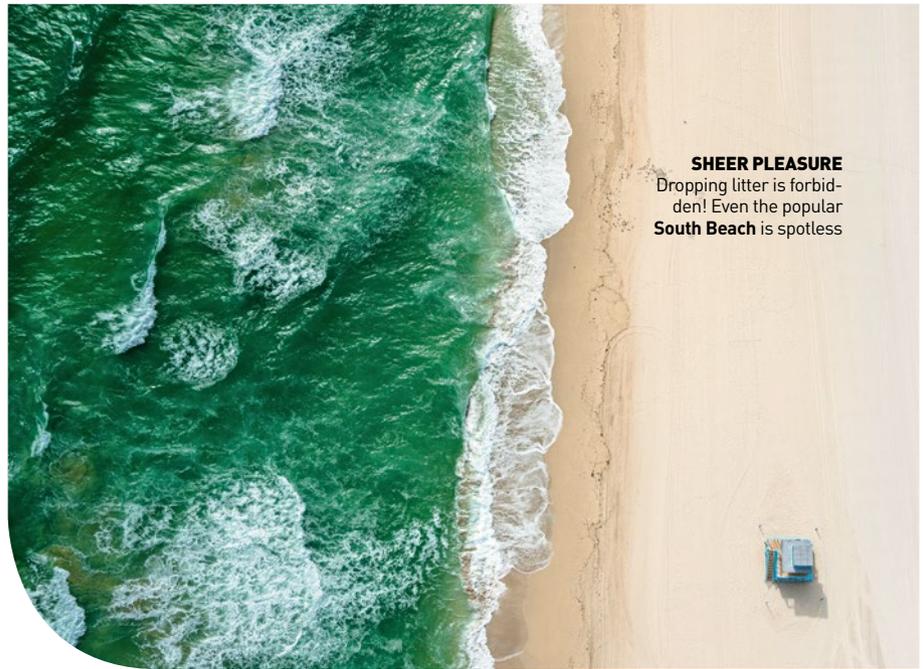
>> KATHARINA’S TIP

“A real insider tip is **Cuneo**. From the outside, you could mistake Hamburg’s first Italian restaurant, opened in 1905, for a simple neighborhood eatery, but in fact it offers fantastic food, lots of history and a great atmosphere.”

FOTOS: JOERG MODROW - WWW.MODROWGRAFIE.DE (1), ISTOCK (2)



BEAUTIFUL VIEW
Fresh cell therapy for the skin and the senses: a visit to the ElbSPA



SHEER PLEASURE
Dropping litter is forbidden! Even the popular **South Beach** is spotless

Miami

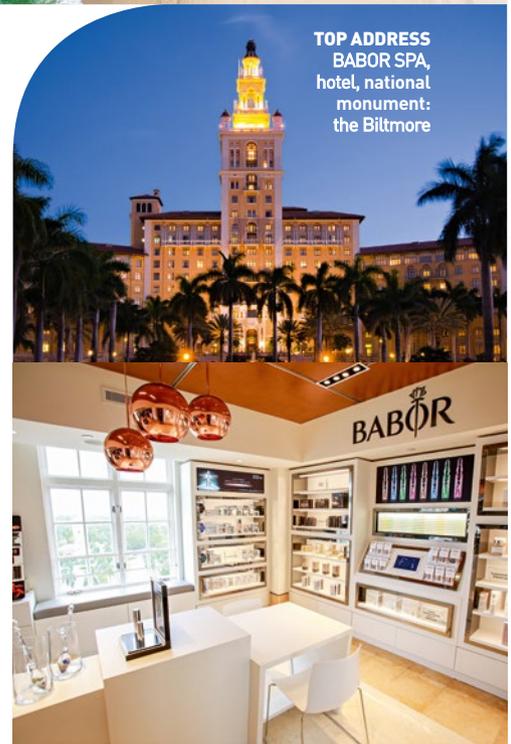
Art, organic food and a hint of Southern flair

INSTEAD OF THE BEACH

Miami’s beaches are beautiful, but the city has lots more to offer. The Design District is not to be missed, nor is the **street art** in Wynwood, a neighborhood that’s just become the IT place in the U.S. The place to eat is in one of the branches of Dr. Smood, which only offers ultra-healthy food. And at 6pm there is a free yoga course in Bayfront Park.

BABOR @ THE BILTMORE

Charlotte Prescott from the newly renovated SPA at the luxury Biltmore hotel treats as many guests as local residents. “Everyone loves BABOR treatments”, she says. “The current hit is the **Vita Detox Facial**. In sunny Miami, people want their skin to receive an optimal supply of anti-oxidants and minerals.”



TOP ADDRESS
BABOR SPA, hotel, national monument: the Biltmore

>> CHARLOTTE’S TIP

“**Coral Gables** is virtually unknown among Miami tourists, but in my view no neighborhood is more beautiful. The best way to discover it is by bike. Here you can cycle past historic villas on quiet avenues with huge banyan trees – perhaps after a **Sunday brunch** at the Biltmore? It’s an institution – all of Miami comes here. Best make a reservation!”

Hanko

Savoir-vivre the Nordic way? This little **Finnish resort** has figured it out

FINLAND'S SOUTH POLE

Hanko, one hour's drive from Helsinki, lies on a promontory on the Baltic coast. Watersports attract tourists all year round. A resort since **1879**, with a casino, Belle Époque buildings and wild coastlines, this small town satisfies the appetite for nature and family.

BABOR @ REGATTA SPA

Louise Benediktsson from the SPA at the Hotel Regatta reveals what guests here like most of all: "Our Top-to-Toe



DREAMY SETTING
If you swim in the pool at the Regatta SPA, you can see as far as the horizon



IDEAL WORLD
Hanko has Finland's largest marina – and 10,000 inhabitants

Treatment begins with a body exfoliation with a **BABOR Shaping Peeling**, followed by a massage, masks and naturally a facial". In addition to the BABOR Signature SPA, attractions include a pool with a sea view and top trainers. "Fibaco" fitness coaches in whom top sportspeople place their trust, work here.

>> LOUISE'S TIP

"Our **Brasserie Regatta** opens in June. Here, from morning to night, we offer fresh, healthy food made from locally sourced ingredients. Overall, I'd say Hanko is a feast for gourmets. Although it's a small town, there's a huge choice of creative restaurants."



STATE OF THE ART
The new BABOR institute is all about high-tech beauty

Zurich

An Alpine idyll with a **metropolitan flair**: Switzerland's largest city has everything

WIDE WORLD BELOW THE UETLIBERG

500,000 inhabitants, two universities and subsidiaries of many international companies: with these ingredients, Zurich is becoming the

hotspot of Switzerland. Historic pearls such as the Cabaret Voltaire, where Dadaism was born, fantastic hotels to suit every taste, high-class shopping, enchanting natural surroundings and the historic old town guarantee that no visitor to this city ever gets bored.

BABOR INSTITUTE ZURICH

Roswitha Rösinger, director of BABOR's new flagship store in Kappelerstrasse, has exactly the right thing for its international clientele: performance treatments such as **DOCTOR BABOR**. Cosmeceutical treatments are our specialty", she says.

>> ROSWITHA'S TIP

"Our store is right behind **Bahnhofstrasse**, a pedestrian zone with exclusive shops and hotels. The flower market and the lake are also within walking distance, making us the best starting point for a walk around the city."



EXPENSIVE TURF
There is no other place in Europe with high commercial rents and turnover like this. Zurich is booming.

Seattle

The one-time provincial city is well on the way to becoming **America's hippest city**

YESTERDAY MEETS TODAY

Since 1900 people have been enjoying street food at Pike Place Market. Right next door, the Amazon House, a blend of **greenhouse and spaceship**, has landed. No other U.S. city is growing as fast as the metropolis in the Pacific Northwest. Nowhere else is there such an influx of young creatives. Super exciting!

BABOR @ GENE JUAREZ

Scott Missad, boss of the wellbeing

chain Gene Juarez, is particularly proud of his latest and biggest branch. It has an extra-cool atmosphere with a men's area. So, is it a **club or a SPA?** "We're breaking completely new ground here", he boasts. "It's been well received, just like BABOR treatments for men."

>> SCOTT'S TIP

*"Many people know that Starbucks was founded in Seattle. Personally, I much prefer the coffee at **Victrola Coffee Roasters** (310 E. Pike Street). The store is named after the popular home phonograph, and only music from the Roaring Twenties is played here. My favorite neighborhood is Ballard with its vintage shops."*



INDIVIDUAL STYLE
At the new Gene Juarez SPA men have an area for themselves



MODERN TIMES
Since 1962 the Space Needle has been the symbol of Seattle

Vancouver

Canada's most desirable metropolis lies between the Pacific and virgin forests

GREEN HEART, BLUE SEA

No wonder that the environmental organization Greenpeace was created here. "Vancouver – Spectacular by nature" is the city's advertising slogan. And rightly so: the **multicultural metropolis** with its ultramodern skyscrapers and historic buildings in Glastown, Vancouver's old town, lies between the breathtaking nature of Western Canada and the Northern Pacific.

BABOR BEAUTY SPA VANCOUVER

Maryam Namvar, BABOR Canada, explains: "Our greatest luxury is time, which is why long treatments tend to be less popular. But our guests love the **DOCTOR BABOR treatments**, and they all make time for them."

>> MARYAM'S TIP

*"You don't have to look far. Right next door to our new SPA you find the **best shops and top restaurants** like the Il Giardino. Keen to experience Canada's natural surroundings? Ninety minutes by car, and you're in the hip ski resort **Whistler Blackcomb.**"*

NEW in Hanoi The Lady House

This popular hotspot in **VIETNAM** is a palatial shopping mall and BABOR BEAUTY SPA



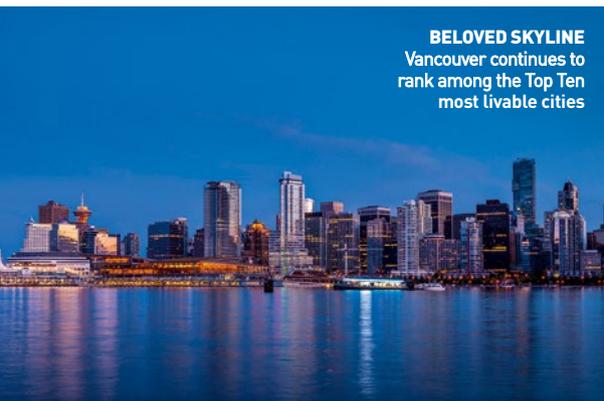
ENTERING A NEW WORLD

Vietnam rivals South Korea as the beauty trendsetter: **the cosmetics industry is growing annually by 30 percent.** The first **Lady House** in Hanoi is an example of this change. Although only recently opened, it is already regarded as a meeting place for fine society. Further branches are due to follow across Vietnam.



FOUR FLOORS DEDICATED TO BEAUTY

The concept whets the appetite for more: on the ground floor, **The Lady House** (33 Tue Tinh Street, Hanoi) has a showroom for high-end beauty products; floors two to four accommodate the BABOR BEAUTY SPA. Designed as a sort of club, it invites members to hold private beauty parties. Nice!



BELOVED SKYLINE
Vancouver continues to rank among the Top Ten most livable cities



MOMENTS OF CALM
The BABOR SPA provides space to **unwind and relax**

More is more!

IN THE LAST **100 YEARS** WOMEN HAVE ACHIEVED SO MUCH FOR THEMSELVES. BUT ASK FOR MORE SAYS THERE IS NO NEED FOR FALSE MODESTY

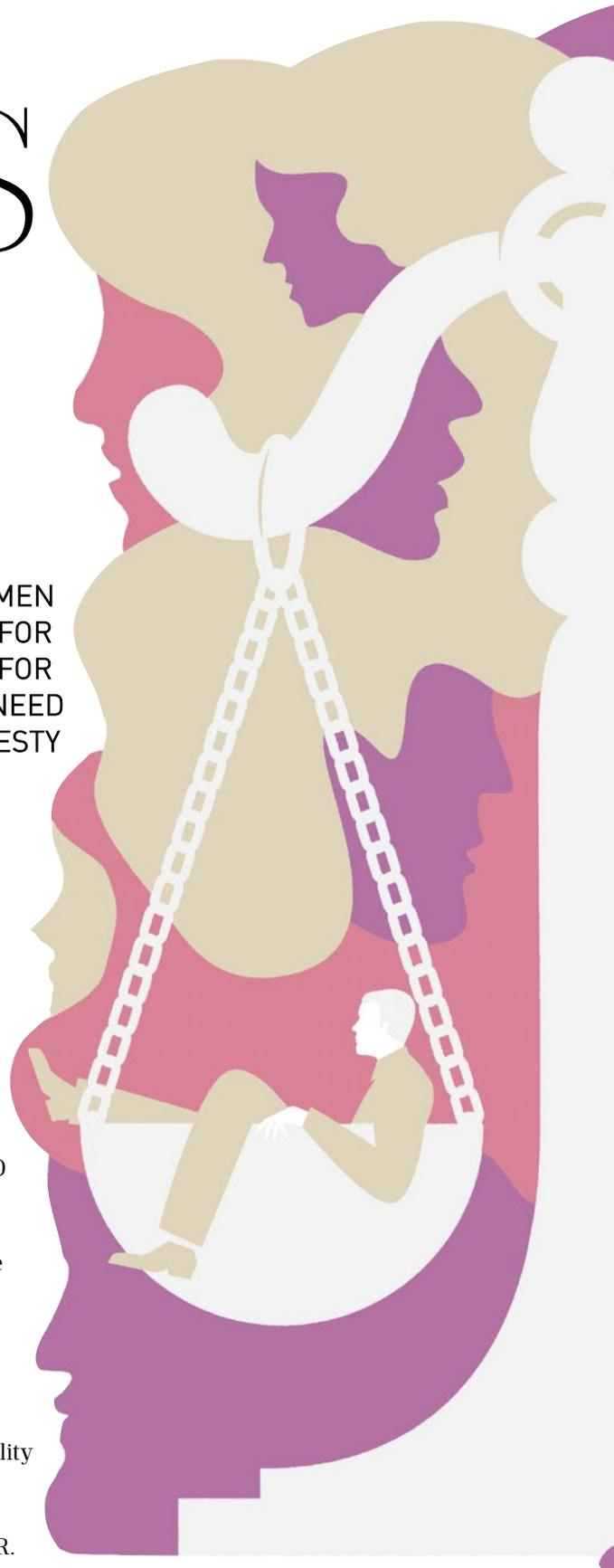
D

o you know Marie von Ebner-Eschenbach? The brilliantly clever writer (1830–1916) left us many quotes, including this one: “Modesty that becomes conscious becomes senseless.” She would have doubtlessly taken pleasure in UN Women’s demands. The international organization, created in 2010 by a unanimous UN resolution, campaigns worldwide for gender equality and modesty is entirely alien to these “defenders of women’s rights”.

However, through its work, UN Women also brings facts to light that eliminate any desire for compromise. According to the World Economic Forum, it will take another 170 years to achieve full gender equality. Anyone who now sits back, thinking that western countries are only marginally affected, needs to take a deep breath.

Let’s take BABOR’s home country. In 2016, Germany dropped two places in the global gender gap index, leaving it in 13th place, behind Rwanda. The average gross hourly earnings for women are 21 percent lower than those of their male colleagues. If one looks at lifetime earnings, for every 100 euros earned by men, women earn 51 euros, as they still do more unpaid work in the home and look after children rather than working full time.

Must we wait another 170 years before this inequality becomes history? UN Women are not willing to wait any longer – nor is BABOR.





The UN Women's slogan "Planet 50-50 by 2030: Step it up for gender equality" and the new BABOR claim "ASK FOR MORE" are a perfect fit. In partnership with UN Women, BABOR has therefore put together a "Best-Of" set of the legendary BABOR AMPOULE CONCENTRATES (see box below). Besides being an ideal gift, it helps to support the work of UN Women. "The money will flow into our work to support gender equality and strengthen women's rights", explains Bettina Metz, Executive Director of UN Women Germany. "We want to raise awareness of the importance of gender equality and women's empowerment if we are to achieve the 17 goals of the 2030 Agenda for Sustainable Development." She praises BABOR's commitment, which she says is "an important contribution towards bringing the issue of women's economic empowerment into the public domain".

ILLUSTRATION: GOLDEN COSMOS

Empowering women is not a mere trending topic for BABOR. It is part of the company's DNA. "We don't dream, we campaign with our hearts and minds" could be the motto of the Aachen-based company. That is why BABOR already supports the KOA women's network (more info at www.koaconference.com and on page 46), which aims to network tomorrow's female executives. Equal opportunity is also a reality today at BABOR, where women account for 62 percent of the staff at all levels. A fully financed day care, plus flexible working time and home office models help young mothers to balance the demands of family and career, while coaching sessions for women in senior positions as well as training & development programs help female employees on their career path.

So it can be done: "Planet 50:50 by 2030". Will you join us?

Ask for more! ■

Cooperation with UN Women Doing good in two ways

Seven stars from the world of BABOR AMPOULE CONCENTRATES and a good cause

If you have ever given BABOR ampoules as a present, you'll know just how well these "beauty professionals" in 2ml vials are received, especially by women who have not yet experienced their fantastic effect.

The beautiful **WITH LOVE EDITION** makes an ideal introductory gift. The set contains one of each of the seven most popular ampoules that will delight the discerning woman and which, incidentally, will benefit every skin type: **HYDRA PLUS, PERFECT GLOW, BEAUTY RESCUE, ACTIVE NIGHT, OXYGEN PLUS, 3D FIRING** and **LIFT EXPRESS**. The Best-Of selection is a limited edition, so don't wait too long. Another birthday will soon come around!

For every set sold, 1 euro will go direct to the UN Women German National Committee in support of their demand: "Planet 50:50 by 2030".



Good on *you!*



Whitney Wolfe

>> BUMBLE FOUNDER Whitney Wolfe does not like the term “dating app”. For her, Bumble is a platform for kindness where women make the first move. It is not a trophy case. Going into competition with Tinder costs energy, and Whitney draws her strength from her clarity of vision. For example, when the media call her “beautiful and successful” she takes to the barricades. “No man would ever be described like that”, she says. Her motto: women should never accept not being treated with the same respect and esteem as their male colleagues.

WHITNEY’S CAREER TIP: *“Solve problems. People are always on the lookout for a better product.”*



Anita Tillmann

>> MANAGING PARTNER PREMIUM GROUP Anita Tillmann has organized five events that have made Berlin the meeting place for the fashion industry. Each season, 1,800 brands show their latest collections here in an incredible 50,000 m² of exhibition space. Anita’s secret? “A yen for all things new. I always see change as an opportunity because it forces you to rethink and change your views.” That requires discipline, courage, passion and stamina, she says, without leaving any doubts. “There’s no such thing as impossible.” **ANITA’S CAREER TIP:** *“Accept and love yourself as you are. Take your fortune into your own hands.”*

FOTOS: KRISTEN KILPATRICK, MICHAEL WICKHAM FOR MAISON HÉROÏNE, GETTY IMAGES (1)

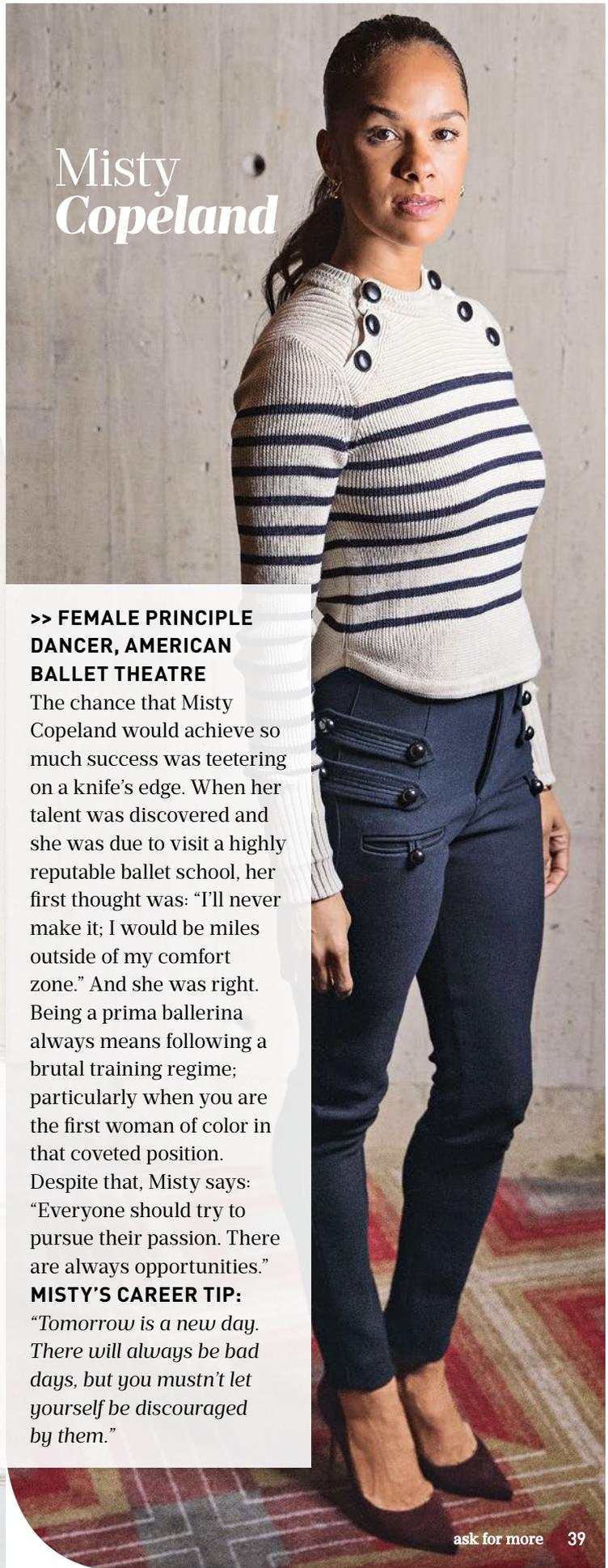
FEMALE EMPOWERMENT IS ON EVERYONE'S LIPS. THESE WOMEN BREATHE LIFE INTO THESE MUCH-QUOTED WORDS



Katarzyna Mol-Wolf

>> PUBLISHER In 2009 publishing director Katarzyna Mol-Wolf was actually supposed to wind up “Emotion” magazine. Instead, she bought up the rights from Gruner+Jahr and founded her own publishing company. Since then, under her management, “Emotion” has notched up success. “Whenever I do things I feel passionately about, I enter a flow state that carries me forward and also gives me strength.” This sort of conviction is the most important feature of power women. “And don’t lose sight of your goal, even when things get uncomfortable.”

KATARZYNA’S CAREER TIP: *“If you can be thankful for what you have achieved, you will also become aware of your own strength.”*



Misty Copeland

>> FEMALE PRINCIPLE DANCER, AMERICAN BALLET THEATRE

The chance that Misty Copeland would achieve so much success was teetering on a knife’s edge. When her talent was discovered and she was due to visit a highly reputable ballet school, her first thought was: “I’ll never make it; I would be miles outside of my comfort zone.” And she was right. Being a prima ballerina always means following a brutal training regime; particularly when you are the first woman of color in that coveted position.

Despite that, Misty says: “Everyone should try to pursue their passion. There are always opportunities.”

MISTY’S CAREER TIP:

“Tomorrow is a new day. There will always be bad days, but you mustn’t let yourself be discouraged by them.”



Tarané
Yuson

Nadia
Schliephake

>> FOUNDERS OF THE YES IDEAS AGENCY

How does a young agency like YeS attract high-end customers like BABOR? When you meet Tarané and Nadia, you soon discover their secret: both women are simply thrilled about what they do! Tarané says: "Power people are at one with themselves, they have a vision and they remain open to inspiration." For Nadia, "fun, good logistics and foresight" are the best energy sources. Staying true to your own aims and listening to others, that is YeS. **YES-CAREER TIP:** "Ladies, pack an XXL portion of confidence in your handbag every day!"



Isabel
Bonacker

>> CO-OWNER OF BABOR "I feel strong when I am centered and can trust totally in myself. This confidence also radiates outward." She draws strength from her joy in being creative, from daily moments just for herself, from her family, which stands firmly behind her, and from getting enough sleep. **ISABEL'S CAREER TIP:** "Every now and again take time to focus entirely on yourself, and on what you want and what you can do. It's often more than we think!"



Stephanie
Vanlede

>> ESTHETICIAN OF THE YEAR, BELGIUM "When they are knocked down, power women get back up and carry on because they have a goal." This doesn't just apply to businesswomen, the BABOR expert says, but also to "women who do not stop fighting to achieve a healthy work-life balance, or who are bringing up children on their own." **STEPHANIE'S CAREER TIP:** "Accept the difficulties this will involve, rather than avoiding them."



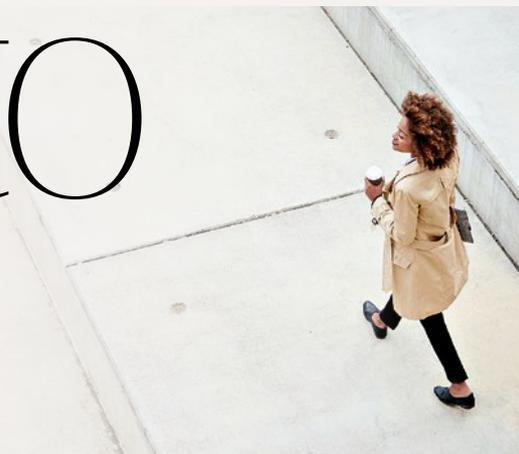
>> YOUNG POWERFUL TALENT AT COSMETIC SALONS Christina Kurz already had a successful Excellence Institute, when she planned the second with three high-tech treatment rooms and a special event lounge. This achievement gives the young woman the strength to take new steps: "Whenever I reach goals I've been committed to, I feel strengthened." **CHRISTINA'S CAREER TIP:** "Work-life balance is important for power women! I get my strength from a healthy diet and moments of indulgence."

Christina
Kurz

It's

THERE IS MUCH TALK ABOUT WHETHER QUOTAS ARE THE KEY TO GREATER SUCCESS FOR WOMEN. IN THE MEANTIME EVERY WOMAN CAN MAKE **TWEAKS TO BOOST HER CAREER**

up to you



TEAMWORK

is a woman's domain, you might think. "That's not quite true", says **business coach Silke Kienecker**. "Most women actually like committing to a team, but they drag behind their male colleagues when it comes to delegating." In short: If you have confidence in the team, the team can also help you. This is one area where lone warriors, who may seek recognition by sacrificing themselves can greatly increase their chances of success.

PERFECTIONISM

is something most of us know. Who hasn't at some stage thought of giving **120 percent?** However, that can be disastrous, Silke Kienecker warns, if a self-set target of 120 percent (which in any case is unattainable) becomes a benchmark for one's self-esteem. This game is a female domain. "I often observe among my clients that excessive demands cause them to stagnate. What they actually achieve is good, but they lack self-confidence because they themselves expect to produce a brilliant, exceptional performance."

ACTIVITY

is not considered good form in the minds of young women competing for coveted jobs. "Many male clients",

Silke Kienecker reports, "base their career aspirations on their **potential**, while many female clients, consciously or subconsciously, assume that career improvements are the reward for services rendered." However, as long as you don't work in a company with standardized career pathways, this conviction will get you nowhere.

EMPATHY

in other words, the ability to see your **opponent's** viewpoint. Many women find this easy to do. But they don't always use this ability wisely, Silke Kienecker says. She notes that a harsh culture exists in some companies, and is also upheld by women. Perhaps because "from a conservative male point of view, empathy is pointless

sentimentality." In actual fact, the capacity to empathize with customers and colleagues is a soft skill, a desirable personal skill. In line with the motto "Strengthen your strengths and weaken your weaknesses", empathetic women are well advised to extend their feelers to the person opposite them.

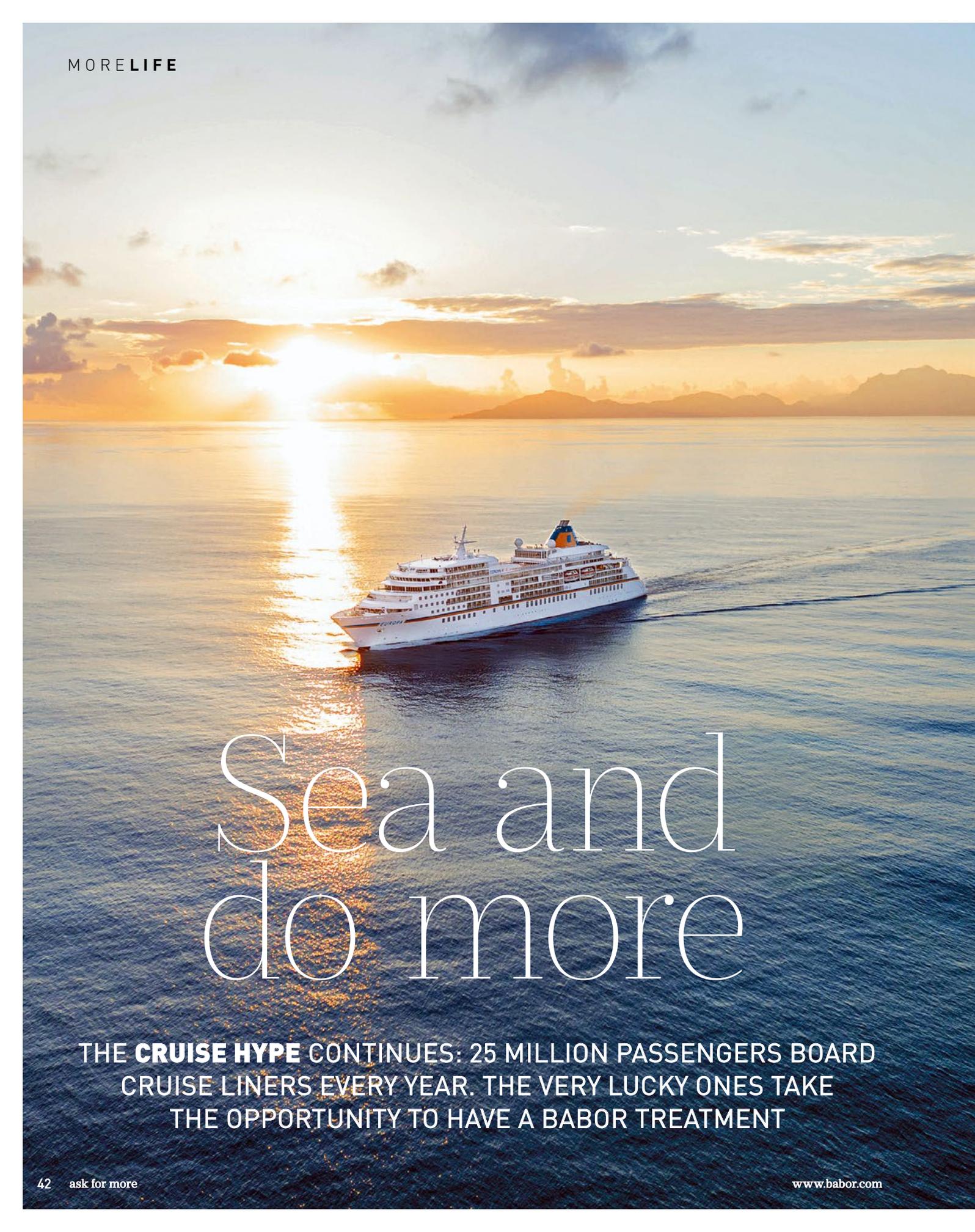
VISIBILITY

is something many women find surprisingly hard, Silke Kienecker observes. "For many of my clients, reaching out, reporting on success or involving other departments in projects gets a bad name." While not all men are masters of **self-marketing**, it tends to come more easily to them. "Once a company reaches a certain size, it's impossible to pursue a career without self-marketing. Your name must also be familiar to colleagues in other countries, otherwise there is no way you can advance."



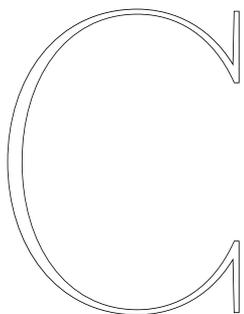
SILKE KIENECKER
Communications expert, **business coach**, team developer and lecturer at a Hamburg university. One of her main areas of focus: career development

FOTO: ISTOCK (1)



Sea and do more

THE **CRUISE HYPE** CONTINUES: 25 MILLION PASSENGERS BOARD CRUISE LINERS EVERY YEAR. THE VERY LUCKY ONES TAKE THE OPPORTUNITY TO HAVE A BABOR TREATMENT



ruises are not my thing. That's what IT specialist Stefanie Schramm thought until one evening in May 2009. But then she had a chance to go on a cruise with her family, and took it. "The ship sailed out of the port of Marseille. Standing at the railing, we heard the seagulls, saw people waving on the quay and the first lights going on in the city." The feeling that seized her was indescribable, she says softly. "I suppose it's the combination of the familiar environment of the ship and the magical feeling of setting off on a journey. Every evening you set sail. That's freedom." Since then, she and her family have been on five cruises.

Each year 25 million passengers do the same as the family from Hamburg and are thus part of one of the strongest tourism trends at present. Gone are the days when cruises were a niche phenomenon. Today cruise passengers are as diverse as our society, and any remaining prejudices about the rather stuffy atmosphere on board the floating clubs are swept away by themed cruises such as the Full Metal Cruise with the TUI cruise liner Mein Schiff. During this cruise, metal bands' booming base guitars set the tone. Whether the heavy-metal clientele manages to enjoy the health benefits of the sea air is another matter.

Stefanie Schramm loves cruises. "We stay up late every evening, play cards and dance, sometimes until the wee small hours. But in spite of

that I feel more relaxed during the week than ever, and quite honestly, I think it shows." And no wonder. Clean sea air contains aerosols or fine droplets of water which we inhale and which dry on our skin. That alone makes skin smoother and softer. The bracing climate does the rest, leaving the complexion looking fresh and rosy. And what better to support the effects of the sea air with well-thought-out cosmetic treatments?

BABOR has been involved with cruises since 2010, first with TUI's Mein Schiff fleet, then on the cruise ship Europa. Once again, this shows the breadth and diversity of the BABOR treatments on offer because Mein Schiff and the Europa symbolize very different worlds. In addition to wellness treatments, the SPAs on the Mein Schiff fleet provide active relaxation, which are well received. All the ships are equipped with a gym and offer courses such as aerobic boxing, volleyball, yoga and indoor cycling. So it's no



INTERVIEW
"Top-notch regeneration"

The SPA Operations Manager on the Europa, **Christiane Drechsel** is responsible for the well-being of guests on board.

What makes beauty treatments on the Europa so special?

On the Europa, relaxation is rated highly. Relaxed SPA customers make the best customers as they are much more receptive to the various treatments they have chosen.

Does your SPA specialize in particular treatments?

The outstanding thing about our Ocean SPA is that we can perform BABOR's luxury treatments, tailored to our on-board guests. Cosmetic treatments with the SeaCreation, REVERSIVE and HSR ranges are particularly popular. At the Ocean SPA we offer highly intensive, top-notch regeneration to keep skin looking younger for longer, and to enhance the fantastic effect of a relaxed and very informative cruise.

Are there also special treatments?

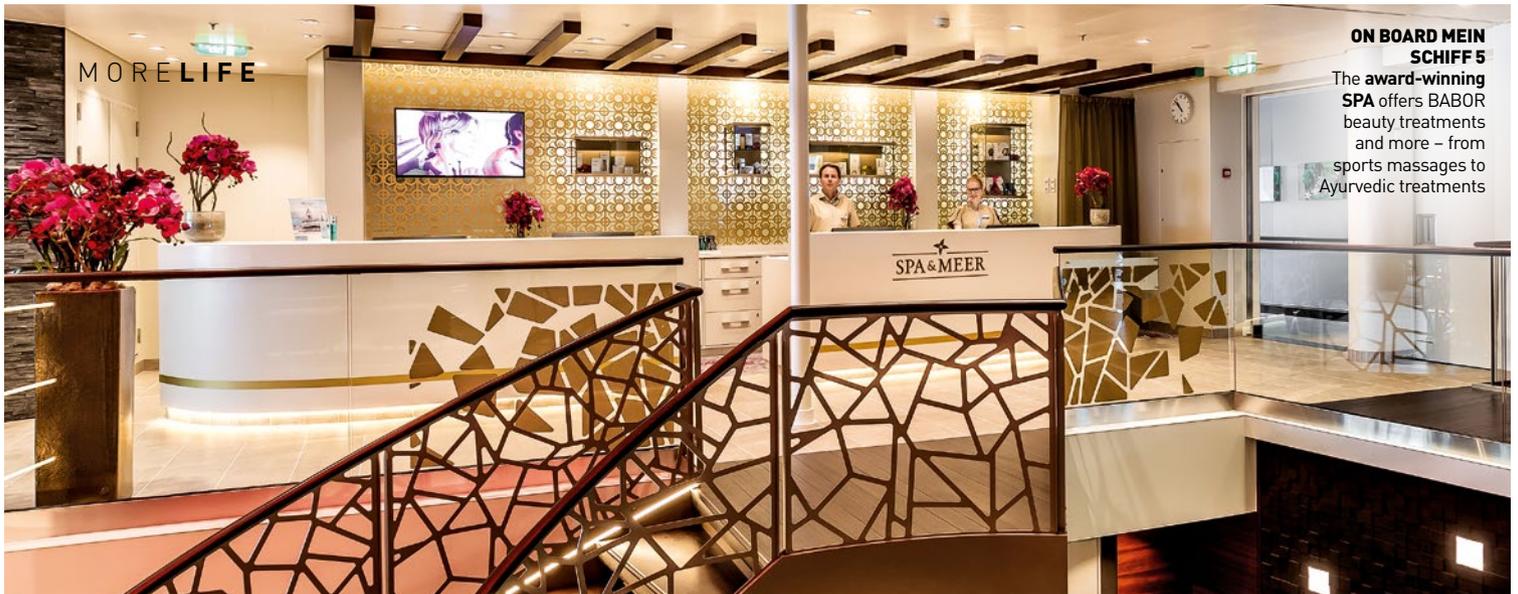
One specialty on board our ships are the exclusive joint events with BABOR. After all, what distinguishes us is the fact that after the Europa's last dry dock, we not only became a BABOR Lounge, but we can now also supplement the luxurious treatments on offer with special thalassotherapy treatments and individual packages tailored to our guests.



BEAUTY AHOI
BABOR cabin on board the Europa



WELL RECEIVED
The SeaCreation Treatment on the Europa incorporates deep-sea ingredients



ON BOARD MEIN SCHIFF 5

The award-winning SPA offers BABOR beauty treatments and more – from sports massages to Ayurvedic treatments

SOAK UP FRESH SEA AIR AND INDULGE YOURSELF. WHAT A DREAM!



BEAUTIFUL VIEW
Geiranger Fiord is considered one of the most beautiful in the world

surprise that the highly effective BABOR treatments are so popular. “The most popular ones are the short treatments for active people. A lot of guests, for example, come twice a week for the BABOR Ampoule “Crash” treatment”, explains Martina Schumann, Director SPA & Sport on the Mein Schiff fleet.

Of course, the new BABOR Lounge in the Ocean SPA on the Europa also offers ampoule treatments, but the most valuable asset on the best cruise ship (according to the “Berlitz Cruise Guide”) is top-notch relaxation. As Christiane Drechsel, SPA Operation Manager at the Ocean SPA,

says: “Our main aim in the SPA is to let guests enjoy as much relaxation as possible and unwind from their daily stress at a time they choose, and to help them achieve balance and wellbeing.” With a floating bed, a thalassotherapy bath tub, a room for shiatsu treatments and, of course, with the ultra-luxurious BABOR treatments, there is no shortage of opportunities at the Ocean SPA.

So, whether you immerse yourself in the active world of the Mein Schiff fleet or in the luxurious comfort of the Europa: the special magic of a sea cruise, the chance to switch off from your daily routine and unforgettable moments are guaranteed. Happy sailing! ■

Professional-Upgrade: Clear skin

TIPP FROM MARTINA SCHUMANN, DIRECTOR SPA & SPORT, TUI CRUISES

“Skin changes on board because of the salty air and intense UV radiation on the one hand and the air conditioning on the other.

The most popular treatment at the start of a cruise is **BABOR’s Clean Skin treatment**. It includes an individually skin analysis, an intensive cleansing and exfoliation and finally a deeply moisturizing ampoule.”

Does me good

FOR CRUISE PASSENGERS
AND LAND LOVERS ALIKE:
FIVE OF THE LATEST
WELL-BEING-TRENDS



Cryotherapy

Cryotherapy is a recognized method of treating rheumatic diseases through exposure to extreme cold. This cold shock stimulates the skin's nerves intensely, thus releasing endorphins, but also enhances one's mood. Cold chambers are therefore making inroads into SPAs. Question: Does the ice bath have to wrap up well, too?

Silence

Whether we're doing yoga, eating, visiting a sauna or hiking in the forest, as long as **nobody talks**, we're right on track, according to experts at the Global Wellness Summit. Quiet areas, they predict, will be the main appeal of SPAs at five-star destinations. The good news is: keeping quiet is something we can do anywhere.

Nesting

Good news for homebodies: the **cocooning** trend is continuing on its upward trajectory. According to Pinterest analyst Larkin Brown, Pinterest boards on this topic are continuing to grow by around 120 percent. However, the actual term "cocooning" is already passé. The hip new word for it "nesting".

Spices

The perfect gift? **Periyar pepper** rather than champagne. It could soon become the norm because fresh, high-quality spices can have diverse therapeutic effects, as studies show, and they fit perfectly with natural food trends. And if that's not a good basis for a "tasteful" lifestyle career!

Eating well

This means limiting our diet to foods that balance our gut microbiome. In 2017, **bowel health** was one of the most searched words on the Internet, Google Trends reveals. Leading the trend is not California, for once, but Germany, thanks to the recent bestseller "Gut".



FOTOS: GETTYIMAGES (1), ISTOCK (2)



MICHALSKY STYLENITE



July 2017: First Michael Michalsky's Show "Electric Hedonism", then the after-show party. What a way to end **BERLIN FASHION WEEK!** DOCTOR BABOR goodie bags with luxury skincare treats awaited the guests.



SERLINA, "GNTM" finalist during her grand appearance



Getting to know DOCTOR BABOR: SASCHA VOLLMER (The BossHoss), and model FRANZISKA KNUPPE



Designer MICHAEL MICHALSKY laps up the well-deserved applause



Powerful voice: the Swedish Indie singer Pauline Skött alias SKOTT



Blogger ALEXANDRA LAPP gets to grips with BABOR gaming machine

In the best company

BABOR WAS PART OF MANY **EVENTS** IN 2017. A BEST-OF LIST FROM BERLIN



NADJA ALI (KOA PR, 2. from left) and TAMARA SCHENK (KOA chief, right, in white)



Two power women: TAMARA SCHENK (right), BABOR PR lady JUSTINE GAETCKE

KOA-CONFERENCE

For one day, with support from BABOR, the first KOA women's conference focused on **NETWORKING** as a success factor. At the end, BABOR invited all 200 power women in the auditorium to the Beauty Corner.



In a good mood: two PARTICIPANTS at the KOA conference



In the lounge: MICHAEL SCHUMMERT (BABOR CEO), HILI INGENHOVEN (lifestyle magazine GALA), and Mr. and Mrs. MAZZA

May 2017, Duftstars German Perfume Awards. After the show BABOR invited guests to the **AMPOULE LOUNGE**: Guests; including Eva Padberg and Emma Willis; tested the beauty elixirs to their hearts' content. The party (and the beauty treatments) carried on until dawn.

DUFTSTARS 2017



BARBARA SCHÖNEBERGER loves presenting the Duftstars awards ceremony



Movie villain ERDAL YILDIZ ("Tatort", "Fack Ju Göhte") with a friendly mien

Shop online intimissimi.com



SILK

Sublime noble fibres

intimissimi

Italian lingerie



minimal
EFFORT
maximum
RESULTS

BABOR Ampoule Concentrates work instantly to deliver results you can see and feel. Over 60 years of scientific research is distilled into 14 unique, highly concentrated formulations precisely targeted to correct every beauty concern and perfect your complexion.

BABOR Ampoule Concentrates, quick and effective.

Beauty to go. Anytime. Anywhere.  **Ask for more.**

BABOR