

BABOR. And a new distributor for the selected Middle East Countries in 2020

The Luxuria Group of Companies specializes in building brands in the fragrance, skincare and make-up sectors. Based on over a quarter of a century of experience and continuous presence in the Middle Eastern market, it understands the specific nuances and traits of this unique yet highly rewarding region and was appointed as a new distributor for the selected Middle East Countries for German luxury skincare brand BABOR.

With its ultra-effective active skincare formulas, highly professional consultations and individual treatment systems, BABOR provides tangible and visible results plus that extra something: More individuality. – from the initial concept through to the final formulation in a jar – reflects BABOR's commitment to quality Made in Germany and stands for science, precision and results. BABOR's entire development and production take place exclusively at the company's headquarters in Aachen, Germany. The result is precision cosmetics manufactured in Germany.

The BABOR story began in 1956. The brand started out as a bold vision: The biochemist Dr. Michael Babor developed HY-ÖL, a natural hydrophilic blend of skin-cleansing oils which would later pave the way for numerous award-winning skincare innovations. The most iconic product in the skincare assortment is the BABOR ampoule. Each delicate, glass ampoule contains a precisely formulated and highly concentrated dose of active ingredients, hence a mere 2ml produces instantly visible results. In 2020, for the first time, BABOR will be presenting ampoules dipped in gold and combines them with exceptional commitment: For BABOR, empowering women is as much part of the company's purpose as giving women the gift of the most beautiful skin. That is why the proceeds from this golden Ampoule Charity Set will support a scholarship program at beauty schools worldwide.

Protecting the environment has long been integral to BABOR's sustainability philosophy. As part of the company's Green Agenda 2025, an interdisciplinary sustainability team continually develops opportunities to create a more sustainable work culture – from the acquisition of raw materials through to the finished product. BABOR has already reduced its corporate carbon footprint to zero, which means it is carbon neutral. The next step: by 2025 the entire production chain aims to be carbon neutral.