

Made with love by the BABOR Bees- More than just honey. BABOR Bees pollinate wild service trees for the BABOR SPA line

The BABOR bio-reservation is buzzing. Just in time for Bee Day on May 20, the beekeeper will harvest the first honey of the year. For the past year, eight bee colonies have found a new home near the BABOR headquarters. About 400,000 bees will inhabit the hives during the summer, fulfilling another valuable mission in addition to making honey: They will pollinate the wild service trees that grow in this protected part of the forest in the Eifel region of Germany. They supply the raw material for the BABOR SPA line, which BABOR has just given a fresh makeover. The ingredient concept has remained true to what the precious wild service tree represents. After all, among all domestic fruits, the fruit of the wild service tree is particularly impressive since it has the highest vitamin C content.

The bee colonies are a small building block in BABOR's sustainability concept, the Green Agenda 2025, which focuses on CO₂ reduction, green packaging, and clean ingredients. All agenda concepts are backed up with independent, measurable key figures to monitor progress. For example, a CO₂ dashboard provides daily updated information on the company's CO₂ emissions.

