

# SUS TAIN ABI LITY

REPORT

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BABÖR



# MISSION

DEDICATED TO THE BEAUTIFUL. PEOPLE. PLANET.PRODUCTS.  
WE BELIEVE IN SUSTAINABLE BUSINESS PRACTICES –

FOR THE ENVIRONMENT, OUR CUSTOMERS AND OUR PRODUCTS.

IT IS IN BABOR'S DNA TO STRIVE FOR SOLUTIONS, AND WE ARE  
DETERMINED TO MAKE THE MOST SUSTAINABLE ONES A REALITY.

AS A LEADING SKINCARE COMPANY WE ARE COMMITTED TO MAKING THIS WORLD A  
MORE BEAUTIFUL PLACE.

**#BABORLOVESOURPLANET**





Isabel Bonacker

Dr. Martin Grablowitz

# PRE FACE

Over the past 65 years, BABOR has become one of the most successful luxury skincare brands in the world. The fact that we are a family-owned business has benefited us because it has allowed us to think and act for the long term – or in other words, to operate sustainably.

Sustainability is a part of our DNA at one of our core values. Today, more than ever. We are aware of the environmental and social challenges of our time. With BABOR, we want to make a positive contribution and take responsibility.

Our brand message is “Ask for more”. You can expect more from BABOR – this also applies when it comes to sustainability.

All of us at BABOR want to ask for more from ourselves. Our employees demonstrate it day after day. The strength that lies within the BABOR family was impressively demonstrated in 2020.

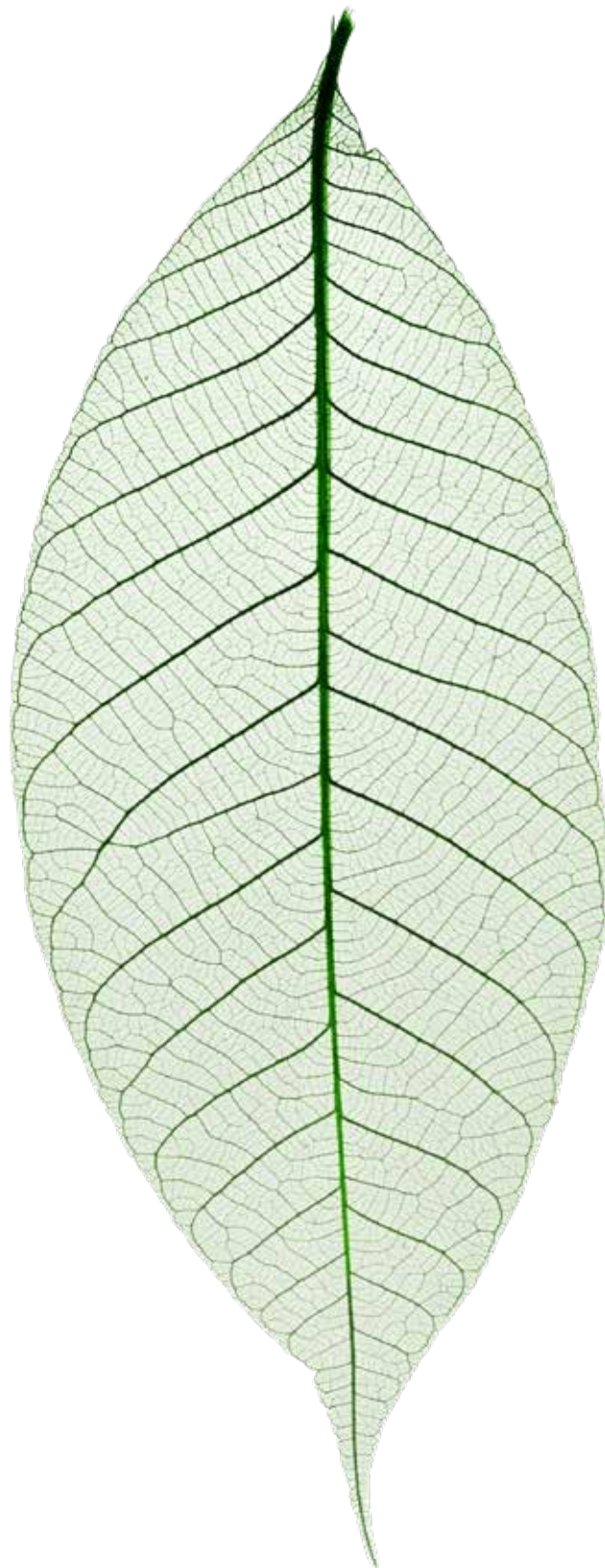
Of course, we are still a long way from reaching our goal; but the first steps have been taken. Some of them a long time ago, some only recently. Sometimes big, sometimes small. We need to be transparent.

With this sustainability report, we want to lay everything out for you to see.

Sincerely, Dr. Martin Grablowitz

and Isabel Bonacker

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# AT A GLANCE

## SUSTAINABLE BUSINESS



As a family-owned business, we work with our B2B partners based on a long-term, trusting partnership. Many of our successful business relationships have existed for decades. We are committed to a code of conduct that goes beyond legal compliance. It also includes moral and ethical values such as fairness and sustainability. Transparent communication is very important to us.

## EMPOWERING



Since the beginning of the company's history, BABOR has focused on women who run small and medium-sized businesses: Estheticians. To this day, sales to spas and institutes are our main distribution channel – a philosophy that has made BABOR the largest family-run professional skincare company in Germany. Empowering them is every bit as embedded in the company's purpose as giving women the most beautiful skin they can have. It's only logical that empowering women is a part of the corporate philosophy. Within the company and with partner initiatives.

## COMPANY & PRODUCTS



Protecting the environment has long been a part of BABOR's sustainability philosophy. It is a part of the company's DNA, which launched in 1956 as "biomedizinische Kosmetik Dr. B" (Biomedical Cosmetics Dr. B). Today, an interdisciplinary sustainability board is continuously scrutinizing processes and developing solutions for operating even more sustainably – from raw material sourcing to the finished product. The sustainability targets through to 2025 are outlined in our Green Agenda.

## OUR COMPANY



In the 1960s, the BABOR company moved to Aachen. Since then, it has been firmly rooted in the region and fully aware of its responsibility to help shape social, civic, and cultural aspects of life. For example, BABOR has been supporting a center for social work in the city and sponsored cultural events for more than 20 years.

## A SPECIAL YEAR – COVID-19



COVID-19 has given our industry and the world unprecedented challenges. In 2020, the world held its breath and the BABOR family demonstrated unparalleled solidarity. Never before in BABOR's history have there been so many BABOR Beauty Experts and BABOR employees worldwide – standing united as one big family standing with confidence and solidarity, together. We firmly believe that "together we are stronger." Now we are learning to deal with the new normal.

# WHO WE ARE



# ABOUT THIS REPORT

With this sustainability report, we would like to provide insight into our convictions, our actions, and our vision for the future. BABOR is rooted in its home country, but our actions have a global impact. We reflect both by supporting or even launching measures and projects that run the gamut from social initiatives in the region around Aachen to a scholarship program in South Africa to support talented women at the start of their careers. Other projects demonstrate global responsibility, such as our partnership with ClimatePartner. Thanks to this partnership, the entire company and our products are climate-neutral throughout the supply chain.

Taking responsibility and working transparently are firmly entrenched in our corporate philosophy – especially because, as a family-owned company, we attach great importance to ensuring that employees, customers, partners, and suppliers can trust us 100 percent. Since the company was founded in 1956, this conviction has manifested itself in various ways. It has always been an integral part of what makes BABOR what it is: You can expect more from BABOR. BABOR has often been ahead of its time when it comes to sustainability. BABOR readily takes on more responsibility and has set ambitious plans for the future.





# SUSTAINABLE BUSINESS



SUSTAINABLE BUSINESS

## SUSTAINABLE BUSINESS

AS A FAMILY-OWNED BUSINESS, WE THINK LONG-TERM AND OPERATE THAT WAY – THIS APPLIES TO BUSINESS PARTNERSHIPS AND EMPLOYEES. WE ARE CONVINCED THAT, IN THE LONG-TERM, WE CAN ACHIEVE MORE TOGETHER. MORE INTEGRITY. MORE SUCCESS. WE ALSO FIND MORE PLEASURE IN WORKING TOGETHER.

## OUR EMPLOYEES

Our employees are the heart of BABOR. They shape the success of the company. Continued education is a key component of BABOR's employee empowerment strategy. In the 65 years of company history, extensive expertise has been accumulated in the development of innovative skincare and the management of successful cosmetic institutes. BABOR wants to preserve, develop, and pass on this know-how.

BABOR offers its employees a safe and healthy work environment. We ensure this through internal programs, workshops, and training courses. The BABOR Code of Conduct provides a clear and binding foundation for professional decisions where honesty and integrity are firmly anchored in it.



**Highly modern working conditions**  
Height-adjustable desks, innovative workstations, modern technical equipment (laptops, cell phones, etc.)



**Attractive compensation**  
Fair salary, vacation and Holiday bonuses, annual bonus, and payments on special occasions



**Employee discounts**  
Free products, employee discounts, and access to exclusive offers and service providers from well-known manufacturers and brands



**Workplace health promotion**  
Sick days, company physician, health circles and analysis (e.g. work condition analysis, employee surveys, etc.) to identify needs and to plan measures



**Company sports**  
Various fitness courses after work, back training, running group, etc.



**Social benefits**  
Attractive company pension plan and other additional benefits, such as Caritas psychosocial counseling



**Childcare**  
BABOR daycare center and special leave in case employees' children get sick



**Parking**  
Free parking spaces with electric charging stations

## OUR PARTNERS

Our relationship with our partners– suppliers and customers – is respectful, trusting, and clear. We grow together based on partnership and sustainability.

Nearly **35%** of customers for more than **20 years**

**54%** of suppliers for more than **10 years**

Nearly **20%** of customers for more than **5 years**

**76%** of suppliers for more than **5 years**

**18%** of international partners for more than **20 years**

**100%** of suppliers are checked for compliance with ILO labor and social standards

**59%** of international partners for more than **10 years**





## EMPOWERING

SINCE THE BEGINNING OF THE COMPANY'S HISTORY, BABOR HAS FOCUSED ON WOMEN WHO RUN SMALL AND MEDIUM-SIZED BUSINESSES: ESTHETICIANS. TO THIS DAY, SALES THROUGH SPA INSTITUTES MAKE UP OUR MAIN DISTRIBUTION CHANNEL – A PHILOSOPHY THAT HAS MADE BABOR THE LARGEST FAMILY-RUN PROFESSIONAL SKINCARE COMPANY IN GERMANY. EMPOWERING THEM IS EVERY BIT AS EMBEDDED IN THE COMPANY'S PURPOSE AS GIVING WOMEN THE MOST BEAUTIFUL SKIN THEY CAN HAVE. IT'S ONLY LOGICAL THAT EMPOWERING WOMEN IS A PART OF OUR CORPORATE PHILOSOPHY. WITHIN THE COMPANY AND WITH PARTNER INITIATIVES.

## IN THE COMPANY

62% of the employees in the company are women; 50% of management positions are held by female professionals. Employees have access to a daycare facility for children under three years of age in addition to flexible working hours and work-from-home options to help them balance family and career. BABOR also offers coaching for women in leadership positions and funds training and development programs.

## AROUND THE WORLD

In 2020, BABOR launched a scholarship program together with CIDESCO, the leading international organization for professional cosmetics education. Our objective is to allow young women to develop their full potential. That is exactly why BABOR supports the course for the CIDESCO Beauty Therapy Diploma – beginning with a school in South Africa.

BABOR has always believed that women feel empowered when they are strong and take charge of their own lives. When they make a difference. Together. Empowered women empower women. As part of the #babortogether campaign, BABOR asked empowered women to share their stories. They all have one powerful secret in common: Other women helped shape their stories. That's how they grew stronger. Together. In doing so, they inspire other women to follow in their footsteps.

### PALESA MOTAUNG:

First scholarship recipient in the #babortogether project

"I want to become an entrepreneur who not only does business for herself but also creates opportunities for other talented people." It was this sentence in the motivation letter, written by 24-year-old Palesa Motaung, that tipped the scales and made her the world's first recipient of a BABOR cosmetics scholarship. Because BABOR is convinced that women are strong when they work together to achieve something, Palesa's sentence hit the mark: Empowered women empower women.

Palesa studies at the Central University of Technology in Bloemfontein, South Africa – one of the few public universities in this field – and was recommended for the scholarship by her teacher. Palesa was raised by different family members – first in a rural environment, later in the city. What she gained from her eventful childhood was an unbridled curiosity and the desire to experience something new. She would like to complete her studies by obtaining the CIDESCO Beauty Therapy Diploma.



# COMPANY & PRODUCTS



## COMPANY & PRODUCTS

BABOR WAS FOUNDED IN 1956 AS “BIOMEDICAL NATURAL COSMETICS.” CONSEQUENTLY, CARE AND RESPECT FOR NATURE IS DEEPLY ROOTED IN THE BABOR DNA. BABOR WAS ONE OF THE FIRST COMPANIES TO DEAL WITH ISSUES LIKE WASTEWATER TREATMENT AND WASTE SEPARATION. SINCE 2006, THE CREAMS PRODUCED BY THE COMPANY HAVE BEEN DELIVERED BY A “GREEN” POSTMAN: THANKS TO A PARTNERSHIP WITH DHL, DELIVERIES ARE CO<sub>2</sub> NEUTRAL. FOR SHORTER DISTANCES, EMPLOYEES HOP ABOARD ONE OF THE COMPANY-OWNED BABOR ELECTRIC CARS. BABOR WAS THE FIRST COMPANY IN AACHEN TO INSTALL CHARGING STATIONS FOR ELECTRIC CARS OF EMPLOYEES AT THE COMPANY HEADQUARTERS AND PROMOTE THE SWITCH TO E-MOBILITY.

## GREEN AGENDA

Today, an interdisciplinary sustainability team is continuously scrutinizing processes and developing solutions for operating even more sustainably – from raw material sourcing to the finished product. The sustainability targets through to 2025 are outlined in our Green Agenda. The Green Agenda includes three main priorities:

- CO<sub>2</sub>
- PACKAGING
- INGREDIENTS

They are backed with key figures. Detailed information on the initiatives can be found in the German Sustainability Code. Link: <https://www.deutscher-nachhaltigkeitskodex.de/>

“Our resolve to be socially and environmentally responsible is something that stems from deep inside BABOR,” says Horst Robertz. “This resolve was often ahead of its time and has always gone above and beyond what is required by law. Today, these problems have reached global proportions and we cannot solve them alone. However, we can make a difference. The answers are there, and we will find them. It’s in our DNA.”

## BYE BYE CO<sub>2</sub>

### THE OBJECTIVE:

To not only offset CO<sub>2</sub>, but to actively avoid it altogether.

### THE PATH:

Thanks to green electricity, photovoltaics, and climate-neutral renewable natural gas, production at the headquarters in Aachen has been carbon-neutral since 2014. Since 2020, the entire BABOR company has been 100% climate neutral. ClimatePartner and BABOR worked together to precisely calculate its carbon footprint and is offsetting all emissions (i.e. CO<sub>2</sub> and other climate-damaging emissions) that cannot yet be prevented through its measures. This is true in terms of emissions generated by the company, its employees, and in terms of the product supply chain – from the production of raw materials to shipping to the customer. BABOR aims to place more emphasis on preventative, rather than offsetting measures, in the future. In the new office building, BABOR makes use of sustainable technology and has reduced energy consumption by 45% thanks to geothermal energy, a gas-powered combined heat and power unit (CHP), special cooling ceilings, as well as heat exchangers. The BABOR BEAUTY CLUSTER, the company's new production site, will be largely energy self-sufficient. Mobility concepts and reforestation programs in the vicinity of the company headquarters support the path to achieving this objective.

## GREEN PACKAGING

### THE OBJECTIVE:

All of BABOR's packaging will be 80% recyclable, and virgin plastic use will be reduced by 30%.

### THE PATH:

BABOR already refrains from using plastic filler materials in its packages and uses FSC-certified paper whenever paper is required. Packaging developers are currently designing the first packaging solutions made from recycled materials, foregoing cellophane wrapping of the products whenever possible, and re-examining the shipping cartons.

## CLEAN INGREDIENTS

### THE OBJECTIVE:

All formulations will be free of microplastics and environmentally critical synthetic polymers. Resource-critical raw materials will be replaced by certified resources and alternatives.

### THE PATH:

All new formulations will be developed without microplastics and synthetic polymers. By 2023, current formulations will be adapted to alternative formulations as a part of relaunch activities wherever possible. Where necessary, polymers that preserve resources and are environmentally friendly are to be used instead. Only certified palm oil derivatives are used, and their use will also be reduced.





# INSIGHT INTO OUR PROJECTS

## FIRST SUCCESSES

### LESS PLASTIC

BABOR eliminated the use of cellophane select product lines, saving the equivalent of more than 8 football fields of plastic. Small change, major impact: Since June 2020, BABOR has discontinued the use of cellophane wrapping in product packaging for three product series – a total of 49 different products. This will save BABOR two metric tons of plastic over the next two years.

“As part of our Green Agenda, we’re committed to reducing our use of virgin plastic by 30% between now and 2023. Dispensing with cellophane wrapping wherever possible is one of the most important steps on the way to achieving this goal,” explains Managing Director Horst Robertz.

Dropping protective plastic sleeves for select product lines is a milestone of the agenda. Previously, the company’s product developers had already succeeded in eliminating cellophane wrapping in their new product concepts and designs. As a result, BABOR has saved the equivalent of 4.5 football fields of plastic.

### BABOR FOREST

BABOR has taken out a long-term lease on a 100,000 m<sup>2</sup> (1,076,300 ft<sup>2</sup>) plot of land near its headquarters in the Eifel region of Germany. This is where the BABOR forest is being established. In the course of its life, a tree compensates 1,000 kg (2,204 lbs) of CO<sub>2</sub>. The forest is a building block of BABOR’s CO<sub>2</sub> initiatives. A unique, live CO<sub>2</sub> dashboard provides daily analysis. It reveals that in 2020, more than 1,000 metric tons (2,204 lbs) of CO<sub>2</sub> was reduced. 30,000 trees will be planted on the property over the next few years. It was launched in October 2020.

### EIGHT BEE COLONIES ARE MOVING TO THE BABOR BIO-RESERVATION

Since mid-April 2020, eight bee colonies have found a new home not far from the BABOR headquarters. On the BABOR serviceberry plantation in the nearby Eifel region, we planted trees 15 years ago that are now the raw material supplier for the BABOR SPA line. This part of the forest is now a protected natural area. In the summer, this bio-reservation is an ideal home for about 400,000 bees. Wild service berries bloom between May and June, so the bees were able to pollinate diligently right after the move.

Bee-pollinated plant species – such as the wild service tree – are also used in BABOR products. However, bees are not only important to BABOR in the production of raw materials. They are just as essential to the rest of us. 75% of global food crops depend on bee pollination.



### BABOR GOES ELECTRIC!

Since July 2020, BABOR has been a member of EV100, an initiative of Climate Group, an internationally operating NGO. The objective of EV100 is to make electric mobility a common practice by 2030. The transport sector accounts for the fastest-growing share of all CO<sub>2</sub> emissions worldwide. Even at BABOR, business trips and the commute to and from work account for over 50% of the corporate carbon footprint. As part of the Green Agenda, BABOR’s sustainability roadmap, the company has declared its goal to not only offset its CO<sub>2</sub> emissions, but to actively reduce them.

BABOR has been pushing for a transition to electric mobility for years. In 2010, the family-owned company was the first business in the Aachen region to set up electric filling stations at its headquarters; they purchased an electric company car for regional business trips and promoted e-mobility among their staff in cooperation with the local energy provider. Today, charging stations powered by green electricity are available to the entire BABOR team free of charge. In the medium-term, BABOR is also planning to convert the company fleet to electric cars and wants to hold its suppliers to the same standard: Companies that opt for electromobility are more likely to be chosen as partners. Through the EV100 project, the Climate Group offers support and a place to exchange ideas with companies that are committed to the transition to electromobility. “We’re thrilled to welcome BABOR as a member of the EV100 initiative,” says Sarah Roling, Head of EV100 at Climate Group. “As the first cosmetics company to participate, the SME is demonstrating how ambitious companies can advance the cause of electromobility – starting with their own employees and all the way up the supply chain.”



## MORE THAN JUST SHIMMER AND SHINE

BABOR focuses on sustainability and attitude

In terms of sustainability, BABOR consistently follows its guiding principle “ask for more” and sets goals for the future: with a “Green Agenda.” An interview with managing director Horst Robertz, responsible for production, procurement and research, about the ambitious project and the company behind it.



### WHAT IS THE GREEN AGENDA?

It is a roadmap for the next five years, which covers three main focus areas: CO<sub>2</sub>, packaging, and ingredients. In it, we have set out clearly defined, measurable goals. We have already achieved a lot, but we want to accomplish more.

### WHAT ARE SOME EXAMPLES OF GOALS THAT ARE DEFINED IN THE GREEN AGENDA?

Of course, all of our creams, ampoules and serums are packaged. In the past, as much packaging as possible represented high value. Nowadays, this is often exactly the opposite. So we ask ourselves how we, as a luxury label, can redefine our claim in terms of packaging – especially when it comes to avoiding plastics. By 2023, we want to reduce the use of virgin plastic by 30%. It becomes even more complex when we look at the ingredients ...

### WHAT DO YOU MEAN?

Take microplastics, for example. We no longer use microplastics in our products as solids (e.g. exfoliants). This is only the first step. We take a close look at all our ingredients and check whether there are more sustainable alternatives.

### WHY DOES BABOR FOCUS ON SUSTAINABILITY?

For BABOR, it is a question of attitude. Sustainable management – not only about our environment, by the way – is our corporate philosophy. As a family business, we especially bear responsibility in terms of sustainability. The energy transition, plastic in the oceans – that concerns all of us. Nowadays, customers are also looking more closely: What material or active ingredients does a product consist of? The answers to these questions often determine purchasing decisions. Activities in this area must be transparent. We do not have to be perfect, but we must be honest. That is why at BABOR, we talk openly about what we are doing, but also about what we cannot do, yet. We cannot yet avoid all CO<sub>2</sub> emissions but we are working very hard to reduce them by 50% by 2025.

### SINCE WHEN HAS SUSTAINABILITY BEEN AN ISSUE AT BABOR?

BABOR started as “Biomedizinische Naturkosmetik Dr. B” (Biomedical Natural Cosmetics Dr. B). That was in the 1950s when the term sustainability did not even exist. So sustainability has always been a part of BABOR; it just did not have a name yet. I have known BABOR for 25 years. Back then we were concerned with local water treatment and waste separation, but today the problems are global. BABOR has always made great efforts to tackle challenges and to stay one step ahead of the legal requirements.

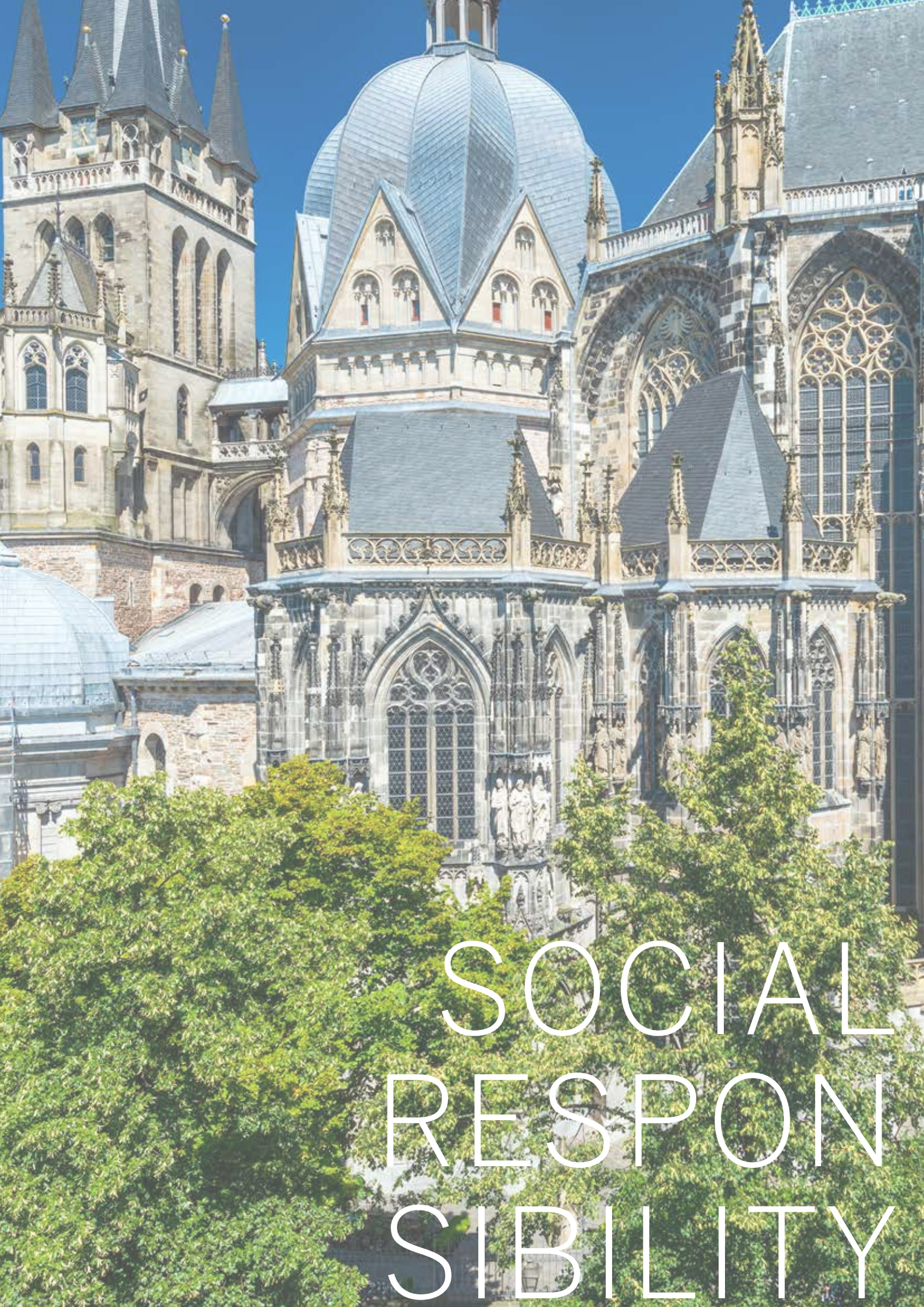
### IS THERE A SPECIAL MILESTONE IN BABOR'S SUSTAINABILITY HISTORY?

That would certainly be our headquarters, “The Curve”, which we inaugurated in 2018 at the registered office. Not only does it stand out due to its exceptional architecture, but it is also a low-energy building. Heating and air conditioning are provided by geothermal energy. The 36 pipes that harness geothermal energy extend up to 100 m (328 ft) deep into the earth.

### ARE THERE ANY PLANS BEYOND 2025?

Global challenges are growing. So, of course, our current measures are not enough. Our philosophy is: We want more. There are solutions and we will find them. It is in our DNA.





## SOCIAL RESPONSIBILITY

BABOR IS DEEPLY CONNECTED TO ITS HOME COUNTRY. NOT ONLY BECAUSE THE COMPANY HAS VALUABLE PARTNERSHIPS HERE – SUCH AS WITH RWTH AACHEN UNIVERSITY – BUT ALSO BECAUSE BABOR IS AWARE OF ITS RESPONSIBILITY AS AN IMPORTANT EMPLOYER AND AS PART OF SOCIETY.

### OUR COMPANY

BABOR moved to Aachen in the 1960s. Since then, it has been firmly rooted in the region and fully aware of its responsibility to help shape social, civic, and cultural aspects of life. In addition to the examples presented here, BABOR is involved and committed to a large number of initiatives – including the hospice foundation “Hospitzstiftung Region Aachen,” the Aachen Carnival, and the popular international horse show CHIO Aachen. BABOR also awards scholarships at the Aachen University of Applied Sciences and other universities and supports the prestigious Charlemagne Prize.

### SOCIAL ENGAGEMENT

For more than 20 years, BABOR has supported and partnered with the Center for Social Work in Aachen. The center is a network of intertwined assistance for children, adolescents, and families. The center specifically aims to help young people in difficult situations find their path to a positive, self-determined future. BABOR supports the center with an annual pre-Christmas donation of 10,000 euros and also provides it with pragmatic assistance.

Since 2015, BABOR has been awarding the “BABOR Rose for Social Commitment” to committed personalities in the region. The prize is endowed with 5,000 euros and is slowly evolving into a tradition that aims to support outstanding commitment.

### CULTURAL COMMITMENT

Since 2003, BABOR has been supporting the Aachen Coronation Banquet, thus making a generous contribution to the preservation of the historic town hall of the city of Aachen. The town hall also serves as the location of the event. “In a joint effort with the Aachen Town Hall Association, we want to preserve beautiful objects and make them even more beautiful,” says Managing Director Horst Robertz. “It lines up perfectly with BABOR’s philosophy.”

Back in the days of royal coronations in Aachen, the banquet tables in the “Imperial Hall” were filled with goodies. The populace was also allowed to enjoy plenty of food. The most sumptuous and largest of these banquets took place at the coronation of Charles V in 1520. In memory of this special banquet, the Aachen Town Hall Association developed a modern coronation banquet. The idea: Attendants of the event enjoy the most exquisite culinary delights and simultaneously support the Aachen Town Hall Association. In addition to the culinary experience, there are festive speeches by prominent guests as well as an extraordinary musical program. The musical program features award-winning young scholarship holders of the “Deutsche Stiftung Musikleben” (German Foundation for Musical Life).





COVID-19

## COVID-19 – #BABORUNITED

Solidarity in the coronavirus crisis has many faces. BABOR faced the virus head-on with its B2B partners and supported them through the lockdown and beyond with a comprehensive package of measures: Increased commission in the e-shop that is available to every BABOR esthetician and has thus ensured liquidity, social media coaching as well as information on support measures from the federal government, links to applications for emergency aid, and assistance in applying for short-time work. In addition, the company provided inspiration on how to keep the business running despite being closed and how to prepare for re-opening. Delivery services or discounts on postponed, rather than canceled, appointments were just a few examples. BABOR supported the re-opening with 50,000 treatment vouchers worth 20 euros each. They were intended to bring customers back to the spas and were an expression of gratitude for the heroes of the crisis: Hospital workers, grocery store employees, firefighters, and mothers who combined homeschooling with working from home. With this gesture, the beauty brand wanted to give a break to everyone who was working at the forefront for all of us in the fight against COVID-19. "It's up to us to give back to those who have given so much for us, and what better way to show that than to do what we do best? Beauty treatments." At the same time, the company is using it to support its spa partners in the institutes. "These are our BABOR heroes," says Michael Schummert, BABOR Managing Director of Marketing and Sales. The lockdown has hit the independent BABOR institutes hard. Thus, every visit to the institutes supports the local retail landscape.

In mid-March 2020, BABOR converted production to make disinfectants for public, charitable, and medical institutions, as well as for use within the company. "What was previously a quality feature for our products – namely that they are made in Germany – is proving to be an opportunity for solidarity in this unprecedented crisis: We can actually make a contribution here at the site in the fight against the virus. A small contribution compared to the scale of the crisis, but still, one we're proud of. After all, it's only possible because the BABOR family stands united," says Horst Robertz.

It started as a global support campaign by BABOR institutes and medical care providers and continued internally at BABOR. #baborunited also made its mark at the company headquarters. The company announced short-time work for some areas due to declining business – BABOR institutes and spas were closed worldwide due to the coronavirus pandemic. The family-owned company wanted to set an example even in difficult times: The BABOR shareholders and management decided to supplement the short-time allowance to 100 percent of net wages by the end of May. "BABOR is a strong family business that has grown enormously in recent years. We have our dedicated employees to thank for that," says Stefan Kehr, Managing Director for Controlling and Human Resources. "As a family business, we focus on sustainable growth. Now it enables us to stand by our employees in times of crisis." With this measure, BABOR secured employment and income of its employees in order to hit the ground running after the crisis. "We have a very strong sense of community solidarity at BABOR," Kehr continued.

## THANK YOU!

Thank you for taking the time to read this sustainability report.

At BABOR, we strive every day to do MORE: MORE beauty performance. With MORE visible results. We know that MORE is also possible when it comes to sustainability. We are far from perfect, but we want to be transparent about our path. We want to question and challenge the status quo. We want to do our part to make our industry, society, and environment a little better and more sustainable. That is our motivation. Every single day.

A  
SPECIAL  
YEAR: COVID-19





[www.babor.com](http://www.babor.com)