

Lufthansa elevates long-haul experience with BABOR skincare under FOX program



Lufthansa's new First and Business Class amenity kit featuring BABOR skincare products, including lip balm, hand cream and curated premium skincare items designed to support hydration and comfort at altitude

[Lufthansa](#) is enhancing its long-haul passenger experience through its Future Onboard Experience (FOX) initiative, introducing a new level of comfort and personalization across First and Business Class cabins.

Launched in late March and rolling out across travel classes from last month, FOX is designed to elevate the overall onboard journey, with a particular focus on comfort, well-being and service refinement.

As part of the program, Lufthansa has partnered with German premium skincare brand [BABOR](#) to introduce a curated selection of beauty products tailored specifically for air travel.

"Lufthansa and BABOR share a special commitment to innovation, tradition, and exceptional guest experiences," said Mirja Rousselle, Vice President of Global Marketing at BABOR. "Together, we want to turn travel into an experience that is special and personal, and for us, that includes skincare. These personal moments are especially valuable in our fast-paced world."

In First and Business Class, passengers receive premium skincare amenities designed to support skin hydration and comfort during long-haul flights.

"With BABOR as our new partner for our amenity kits in First and Business Class, we are

demonstrating that our commitment to premium service does not stop at new seats and a new culinary concept—luxurious details like high-quality skincare make all the difference on board,” explained Michelle Mynhardt, Head of Brand Marketing and Customer Relations at Lufthansa. “Together with BABOR, we will offer our guests a unique feel-good experience above the clouds in the future.”

Business Class passengers receive a refreshed amenity kit featuring lip balm and hand cream from BABOR’s Soul & Body line.

In First Class, passengers are offered the DOCTOR BABOR Collagen Peptide Booster Cream, one of the brand’s signature skincare products. Beyond the standard kit, First Class passengers also have access to a dedicated amenity menu, allowing for a more personalized onboard skincare experience.

The menu includes a selection of additional BABOR products tailored to individual skin needs, such as a revitalizing eye cream, Eye Zone Patches, a firming filler serum and a moisturizing gel-cream. Items are delivered directly to passengers’ seats by the crew upon request, reinforcing Lufthansa’s focus on individualized service and comfort at altitude.

With FOX, Lufthansa continues to position itself around enhanced comfort, individuality and signature service moments across its long-haul network.