

## **Lutz Hübner becomes new CEO of ADA Cosmetics**

*ADA Cosmetics appoints Lutz Hübner as its new Managing Director and CEO. Effective immediately, Hübner will manage all business operations of the leading manufacturer of hotel cosmetics.*

Kehl, August 2022. Lutz Hübner takes over as Managing Director and CEO of ADA Cosmetics with immediate effect.

Hübner brings a wealth of experience to ADA Cosmetics. Over the past 18 years, the Hamburg native has held various management positions at BWT (Best Water Technology), Europe's market leading water technology company. Most recently, as COO Point of Entry and CMO of the BWT Group, he was successful in building the BWT brand worldwide. He also headed BWT Germany as Managing Director where he played a decisive role in shaping the company's image and positioned BWT as the innovative technology trendsetter in all aspects of water treatment.

With his international management and market experience, Hübner's goal is to drive the growth of the ADA Cosmetics Group worldwide and further expand its market leadership position. The development of future-oriented sustainable products is at the top of his agenda following the company's purpose "Putting Beauty into Travel".

"Our customers can rely on ADA Cosmetics as a high-performance partner in the hotel industry. We guarantee excellent service thanks to our global sales and service network and our international production facilities. Our enthusiasm for beauty, hygiene, safety, and health has produced the world's best hygienic dispenser for hotel cosmetics and is also the basis for our unique brand portfolio. With approximately 600 employees worldwide, we are committed to inspire and delight our customers every day with our expertise, creativity, reliability, and dynamic approach," says Hübner.

### **Press Contact**

Moritz Communications | [hutchings@moritz-communications.de](mailto:hutchings@moritz-communications.de) | T +49 (0)6101 9954 725

### **Company Contact**

Rudi Bedy | Director Global Communications & E-Commerce | ADA Cosmetics International GmbH  
T +49 7853 898 561 | [rudi.bedy@ada-cosmetics.com](mailto:rudi.bedy@ada-cosmetics.com)



ADA Cosmetic's new CEO: Lutz Hübner

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### **ADA Cosmetics**

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide. Key accounts for Europe's leading supplier are primarily 3 to 5-star hotels.

ADA Cosmetics' portfolio includes a variety of brands: from economy to luxury and from mainstream to boutique-style, as well as bio-certified natural cosmetics and renowned international designer brands. ADA Cosmetics is also an innovator and market leader specializing in modern hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle-to-Cradle certified company is geared towards environmentally friendly, sustainable business practices. With headquarters in Kehl, Germany and about 600 employees worldwide, the company is active in more than 50 countries in Europe, the Middle East, Asia, and the USA.  
[www.ada-cosmetics.com](http://www.ada-cosmetics.com)