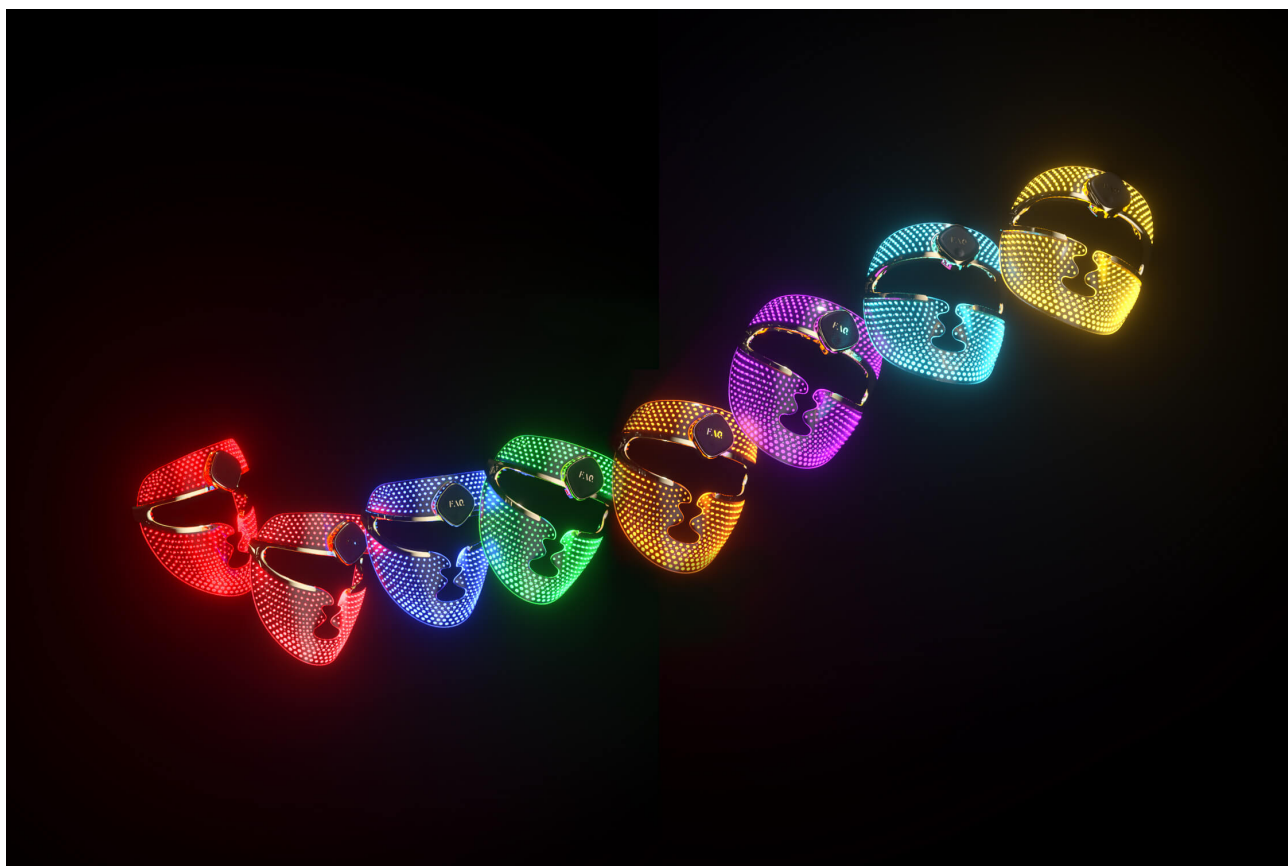


FOREO's Asia Pacific campaign pays homage to its origin story



Tech-driven LED mask FAQ 200

Swedish beauty tech and wellbeing house [FOREO](#) is rooted in a less is more approach to beauty that revolves around a simple and effective skincare routine to keep skin healthy and glowing. As indicated by the company, a Swedish beauty routine focuses on functionality and follows a holistic model to cleanse, lift, hydrate and elevate. FOREO has redesigned Swedish beauty to welcome all skin tones, types and textures to participate in a culture that promotes healthy living and strives for an “inner glow.” The goal: to make Swedish beauty accessible to all.

To help celebrate its 10th anniversary and pay homage to its origin story, FOREO has released a new campaign “Swedish Beauty in 3½ steps” in Asia Pacific (APAC). This is the first time that the brand has created its own step-by-step skincare routine and “Swedish Beauty” is the first global campaign to launch in the APAC travel retail and domestic market – where consumers are familiar with Asian beauty. With this in action, FOREO is pushing the Swedish concept of a performance-oriented routine powered by natural ingredients.

“The consumer has to resonate with the brand and feel a sense of personal connection to its ethos in order to gain loyal customers. For this reason, we conceptualized ‘Swedish Beauty,’ an umbrella campaign that highlights FOREO’s star products and ties in elements of Sweden such as sceneries and models – and the overall mood of the country. The campaign idea and assets are in line with minimalistic Swedish design, while remaining functional with a purpose and aesthetic,” says Gary Leong, Global Travel Retail Director at FOREO.

The steps of the routine are as follows: cleanse using the LUNA 4, which delivers a deep and gentle face massage to relax facial and boost radiance; lift using the facial toning device BEAR, which smooths the appearance of wrinkles and lines; hydrate using the UFO 2, which provides a 90-second customized mask treatment with heating and cooling pulsations and LED technology and elevate using the four-in-one oral care tool ISSA 3, which uses a hybrid brush head made of bacteria-resistant silicone and ultra-hygienic PBT polymer bristles.

When asked about the components involved in the planning and executing of the omnichannel campaign, Leong says the brand has received overwhelming support from its retailers in APAC.

“Swedish Beauty” has secured key placements at cdf Haikou International Duty Free Shopping Complex and Hainan Tourism Duty Free Shopping Complex and on Wangfujing Duty Free and cdf-Sunrise apps. It is also running on e-commerce platforms in collaboration with The Shilla Duty Free, Hyundai Duty Free and Lotte Duty Free, as well as on Navier.com in South Korea. Plus, the campaign can be spotted generating brand awareness at several domestic locations in Asia Pacific.

“We hope that by promoting a new skincare method, instead of honing in on one product, we can educate consumers on the simplicity and effectiveness of the FOREO brand and champion our message of beauty for all,” adds Leong.



The mask features medical-grade technology and enhances the at-home spa experience

FAQ in the news

Also in the news, FOREO has unveiled the latest innovation from its sister anti-aging brand [FAQ](#). FAQ 200 is a tech-driven LED mask that offers seven colors of LED treatments and Near Infrared Light treatment to target a range of skincare concerns including wrinkles, redness, discoloration and hyperpigmentation. Designed with flexi-fit silicone, this lightweight, portable and wireless mask adapts to the curves and contours of individual faces and lends not only to the at-home spa experience, but also a beauty on the go routine.

Tapering its multi-brand strategy to incorporate medical-grade technology across its product line, *Global Travel Retail Magazine* also asked Leong about the direction of the brand. FOREO aims to drive its position on at-home beauty devices and communicate that these types of tools are safe and effective.

“What differentiates our devices from others on the market is the fact that FOREO products are FDA approved and medical-grade; this means users can achieve the same results at home as they can from a professional aesthetic clinic. It is important to us that everyone has the same, equal access to professional beauty devices that can assist them in achieving their skincare goals, without the hindrance of cost and time,” he says.

Acknowledging that safety is a critical consideration when designing medical-grade products, FOREO knows that by putting such powerful technology into the hands of consumers, it has a responsibility to ensure consumers understand how to use it properly. Leong points out that all devices need to be registered via the FOREO app to become active; the brand provides in-app video training to educate users on correct usage to maximize the benefits of the product.

Power of performance

Moving forward, the company is focused on performance and result-oriented developments, which translates into new medical-grade products for FOREO and FAQ. From the start, FOREO has been on a mission to provide easier access to professional at-home treatments. “Swedish Beauty” has demonstrated the ease and effectiveness of its brand collection – and more products will be added to the campaign to cover additional skincare needs and concerns.

Leong shares a different direction that FOREO is treating with equal importance is safe and clean beauty developments; this is seen in the creation of its new skincare lines. The brand has upgraded its skincare range with new formulas to enhance the power of performance. The new and improved lines will hit the market in the second half of this year. FOREO’s skincare lines are designed to be used in tandem with its product collection to maximize the benefits.