

Beauty tech brand FOREO scoops QDF Factor award



FOREO's winning UFO2 device combines both cryotherapy and thermo-therapy to deliver results in 90 seconds

Beauty technology specialist FOREO has won second place at the QDF Factor awards with its UFO2 device, after a first-time nomination.

Held on the final day of the recent Virtual Travel Retail Expo, the QDF Factor consisted of a joint collaboration between Qatar Duty Free and The Moodie Davitt Report.

Some 12 brands made the shortlist, with Qatar Duty Free Vice President Operations Thabet Musleh announcing that all finalists would be offered a 2022 listing at Hamad International Airport.

The winning UFO2 device combines both cryotherapy and thermo-therapy to deliver results in 90 seconds, moving away from the traditional and time-consuming 30-minute masking era.

The UFO2 comes with eight different LED lights to add power to any of the UFO Power Activated masks, and to traditional sheet masks. Each light has different qualities that activate key ingredients within the individual UFO2 Power Activated Mask to prepare a customized treatment.

The smart UFO2 can also be connected with FOREO's Smart App to provide treatments based on the chosen mask. Users can also choose the length of their treatment, preferred LED color and intensity of T-Sonic pulsations.

The advanced device also taps into the numerous benefits of thermo-therapy, which helps the ingredients in masks absorb better into the skin.

In addition, cryo-therapy cools the skin to give it an instant firmer and more lifted appearance. Cryo-therapy also helps to shrink pores and reduce puffiness.

Global Travel Retail Director Gary Leong said: "We are thrilled with our win at the QDF Factor, hosted by Qatar Duty Free and The Moodie Davitt Report. Having such significant names select the UFO2 for second place from a roster of exceptional brands is a huge milestone for us. FOREO is very excited to continue our partnership with Qatar Duty Free, and explore even more possibilities in the future with a strong and steady relationship."