

FAQ announces supermodel Sui He as AP Brand Ambassador



Known for breaking glass ceilings within the beauty industry, He's appointment as Brand Ambassador aligns with the brand's core values; FAQ is not only available on several online platforms such as Tmall and Krisshop, but also in local markets in Singapore and Korea and travel retail channels in China and Korea

Heralding a new era in anti-aging, FAQ seeks to defy boundaries and set a precedent for beauty in the 21st century. With this in mind, the Swiss-designed brand has announced international supermodel Sui He as Brand Ambassador for the Asia Pacific region.

Born with oriental femininity and an air of sophistication, He has significant runway experience and is a frequent face on the covers of the most well-known international fashion publications. Her appointment as Brand Ambassador aligns with the brand's core values that encourage the breaking of glass ceilings and true innovation in the beauty industry.

With three devices available under the brand's latest collection, namely the FAQ 100 Range, FAQ introduces an entirely new type of technology to the market, staking its claim as the world's most powerful fusion of professional and home beauty.

Featuring a wide range of innovative facial rejuvenation technologies including Power-RF, EMS-Pro, LED-Pulse and T-Sonic pulsations, the FAQ 100 range delivers concentrated power and promises magnificent results.

FAQ's key features are emphasized in a consumer test that reveals 97% of subjects who self-assessed the appearance of skin sagging, fine lines and wrinkles, noted significant improvement after using the device for 28 days. Apart from being proven to improve skin firmness in just two weeks, the device has also been proven to brighten skin, reduce pores and wrinkles and visibly even out skin tone.

"We are thrilled to have Miss He on board as the Asia Pacific Brand Ambassador of FAQ. FAQ is all about giving women the confidence to feel beautiful in their own skin and Sui He embodies that with her grace, professionalism and talent. Her illustrious and enviable career has paved the way for other Asian models to break into the scene and proves that the sky's the limit for anyone who has their hearts set on success.

"We look forward to introducing our beloved brand to more people and helping them go about their daily lives brimming with confidence and beauty," says Davor Soldo, General Manager of China, FOREO.

"I believe that the announcement is in perfect timing with the expansion of FAQ in the province of Hainan. Our retailers are thrilled with the news of the new ambassador. As a group, we have no doubt that Sui He's international influence will help to enhance the brand awareness of FAQ and also significantly benefit its travel retail performance in the Asia Pacific region," adds Gary Leong, Global Travel Retail Director, FOREO.

FAQ is not only available on several online platforms such as Tmall and Krisshop, but also in local markets in Singapore and Korea. Additionally, it has been launched in travel retail channels in both China and Korea via online and offline platforms.

Noteworthy placements include Haikou Meilan Airport Duty Free store, Tourism Duty Free Shopping Complex and CDFG Sanya International Duty Free Shopping Complex in Hainan, China, and Hyundai Duty Free in Dongdaemun, Seoul. The brand looks forward to further expanding in Q3 and Q4 of 2021.