

# FOREO focuses on inflight expansion to tap new consumer base

## COSMETICS Produits de beauté



### \$200 FOREO Luna™ 3 Pro-Level Facial Cleansing Device

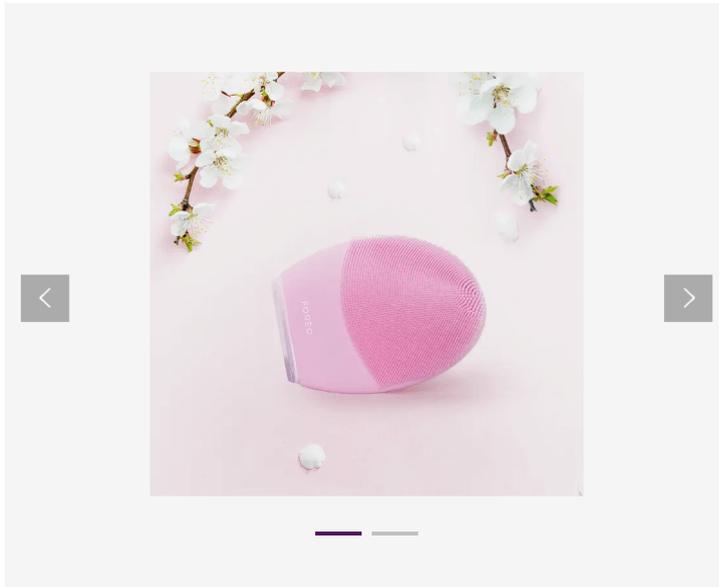
The most hygienic way to cleanse your skin, 2-in-1 cleansing and firming, perfectly tailored to your skin. The iconic LUNA™ 3 is clinically proven to remove 99.5% of dirt and oil from your skin. Made of velvety soft silicone that is bacteria-resistant, and 35x more hygienic than nylon brushes. It's the most gentle and hygienic facial cleansing device ever. Flip your LUNA™ 3 over to transform it into a firming massage device, that pushes active ingredients from your skincare deep into your skin where they work best.

La façon la plus hygiénique de nettoyer votre peau. Nettoyage et raffermissement 2 en 1. Activé par les pulsations T-Sonic™. Parfaitement adapté à votre peau. Le brossinétique LUNA™ 3 est fabriqué en silicone doux et velouté, résistant aux bactéries, et 35x plus hygiénique que les brosses en nylon. Retournez-le pour la transformer en un appareil de massage raffermissant, qui fait pénétrer les ingrédients actifs de votre soin en profondeur dans votre peau - là où ils agissent le mieux.

132594 - Not available on short-haul flights



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NEW

Brand **Foreo** | Retailer **3Sixty**

### Foreo Luna 3 for Normal Skin

RRP £189.00. Save £11.00.

Quantity

1

Delivery method

Please select

Home Delivery (UK only)

**£213.60**

Incl. 20% Standard VAT

Inflight Delivery

**£178.00**

Duty free

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Add to bag

After a successful year in 2021, which showcased partnerships with Air Macau, HK Airlines, and Malaysia Airlines, FOREO is set for another successful year in listings as it adds VietJet Air, Tigerair Taiwan, RwandAir, and more impressively UK Virgin Atlantic to its roster in partnership with 3Sixty Duty Free.

The move increases FOREO’s presence in Europe, Africa and Vietnam, and the beauty and tech giant promises to make its entry a "memorable one." The brand has committed to the placing of a series of well-known FOREO products via the new airlines in an effort to tap into a new customer base.

The low-cost carrier VietJet Air will see the listing of LUNA mini 2 in Pink, Tigerair Taiwan the LUNA mini 3 in Mint, and RwandAir the LUNA 3 for Normal Skin. Elsewhere, Virgin Atlantic, will boast not only the LUNA 3 for Normal Skin, but the BEAR Fuschia, offering microcurrent treatments to in-flight travelers – a first in the beauty world. The availability of cult-status FOREO devices on international flights demonstrates the brand’s expansion into a heightened market, fulfilling their goals of becoming one of the most sought-after products in the travel retail segment.

As a longtime partner of FOREO, 3Sixty has curated marketing support for the brand to enhance exposure on the previously mentioned airlines via both in-flight magazines and online platforms. E-banner support and inside front cover packages will help to introduce FOREO to "their new customer and beat out competitors in the race for views and clicks."

“We are thrilled to be expanding our presence to even more countries via our long-time partner 3Sixty. FOREO has quickly become a force to be reckoned with in the travel retail industry, bolstered by the support of incredible partners. Of course, our expansion would not be possible without the demand from our customers, and we are eternally grateful for their unwavering support. See you in-flight soon!” says Gary Leong, Global Travel Retail Director at FOREO.

“At 3Sixty we are thrilled to be partnered with FOREO, one of the most talked about beauty brands in

the world. Investing in our partners and bringing to market innovative solutions, further expands our omnichannel footprint and continues elevating the travel retail experience for customers," adds Alex Anson, Chief Operating Officer at 3Sixty.