

# FOREO and CDF-Sunrise team up to introduce Luna 4 skincare tools



The 15-minute segment was hosted by FOREO Global Travel Retail Product Training Celebrity Bella Ding

[FOREO Travel Retail](#) has teamed up with CDF-Sunrise Duty Free to promote the upcoming [LUNA 4](#) range of skincare tools.

FOREO Global Travel Retail Product Training Celebrity Bella Ding joined Sunrise Livestream hosts Kaige and Feiyu on the Sunrise WeChat Mini Program to demonstrate the products in the series. The livestream session gave viewers a close-up look at the LUNA 4 go and LUNA 4, alongside the Glow Up LUNA mini 3 collection, and the Glow Up ISSA kids.

The 15-minute segment, hosted by Ding, outlined the correct usage and skincare benefits of the LUNA 4 range, to be paired with FOREO's Micro-Foam Cleanser. The cleanser pairs with the LUNA range's T-Sonic pulsations for a softer, more effective cleanse. According to a press release, "FOREO's skincare range was designed to elevate the functionality of the available devices, increasing skincare benefits and also the effectiveness of the tools. Any paired choice proves for an elevated approach to one's routine, ensuring optimal results that go beyond the basics of a skincare regimen."

On the livestream site, FOREO's advertisements were showcased on three LED screens simultaneously. The session attracted over 20,000 online viewers, who were privy to special discounts and GWPs of FOREO's Micro-Foam Cleanser 100ml and LUNA play for the purchase of hero products. In addition, viewers were also able to participate in a lucky draw, where they were able to win special gifts.

Besides deepening FOREO's partnership with CDF-Sunrise, the brand will also expand its travel retail footprint in the duty free airport lines in tandem with China's relaxation of borders and increase of outbound tourism. FOREO has already positioned itself in the T1 international arrival terminal in Pudong International Airport since February 2023, which is also the brand's first airport duty free store in partnership with CDF-Sunrise. FOREO estimates that in 2023, the number of Shanghai Airport duty free stores with CDF-Sunrise will total five, including not only the international arrival store, but the international departure store.

Global Travel Retail Directory Gary Leong said, "It has become an exciting time to once again begin expanding in greater China - an increase of inbound and outbound tourism shows promise to help revive the travel retail industry as a whole. The slate is pretty much blank when it comes to how we can play with the market, allowing us to dream up creativity to attract a new breed of consumers. We are thrilled to be growing in partnership with CDF-Sunrise, and look forward to a fruitful year ahead."