

# FOREO and FAQ open points of sale with Wangfujing Duty Free in Hainan



The sister brands are located at the Skincare Boutique and the WFJ Cosmetic and Perfume District at Wangfujing (WFJ) in Wanning

Wangfujing International Duty Free Harbour City in Hainan has been announced as the latest store to host points of sale (POS) for sister brands [FOREO](#) and [FAQ](#).

Located on the southeast side of Hainan in between Sanya and Haikou, [Wanning](#) is gaining popularity for water sports and tourism among Gen Z. The city has positioned its development on youth and vitality, appealing more toward the demographic, who are also the target of many consumer brands.

Fan favorites among skin enthusiasts, the brands are set to land at the Skincare Boutique and the WFJ Cosmetic and Perfume District at Wangfujing (WFJ) in Wanning. Displayed in a central location, the two can be found next to other recognized names such as Avenue and Nuxe – cementing the positioning of the brands on an international level.

At 50 square meters, the FOREO POS serves as the brand’s largest duty free space in China.

“With a stellar line-up of products set to dazzle new and old visitors, customers can look forward to exploring the recently launched global phenomenon of the LUNA 4 range, including the LUNA 4, LUNA<sub>1</sub>

4 mini and LUNA 4 go,” reads the press release. The new range launched at TFWA Cannes last year.



At 50 square meters, the FOREO POS serves as the brand’s largest duty free space in China

Designed to cater to the younger generation, the LUNA 4 mini features a dual-sided facial cleansing brush and a 30-second Glow Boost Mode for a quick skincare fix.

The LUNA 4 is a two-in-one smart facial cleansing and firming device, with built-in massage functions available on the FOREO app.

Plus, the ultra-lightweight and travel friendly LUNA 4 go provides a deep cleanse and gentle massage, and is available in four shades: Pistachio, Peach Perfect, Lavender and Evergreen. The device completes up to 300 60-second uses per charge.

Also on display is the anti-ageing FAQ, with SKUs of FAQ 101 and FAQ 102. FAQ introduces a new type of technology to the market said to stake its claim as the world’s most powerful fusion of professional and home beauty.

Offering a wide range of innovative facial rejuvenation technologies including EMS-Pro, Power-RF, LED-Pulse and T-Sonic pulsations, FAQ 100 range devices deliver concentrated power for noticeable results and professional anti-ageing treatments.

Wangfujing International Duty Free Harbour City spans approximately 100,000 square meters, with a complex packed with almost 400 international duty free brands.



The new FAQ gondola in Wanning

“It is an honor for our brands to be able to open two new POS simultaneously, and at one of the most up and coming travel retail districts in the world. FOREO and FAQ are built on innovation and the desire to continuously improve and provide the best selection of products at the most locations possible. Making our brands accessible at Wangfujing International Duty Free Harbour City is bound to improve our stature among the Gen Z market and its peers, and we are excited to see how much further Wanning can grow to become the new ‘it’ destination in Hainan,” says Global Travel Retail Director Gary Leong.