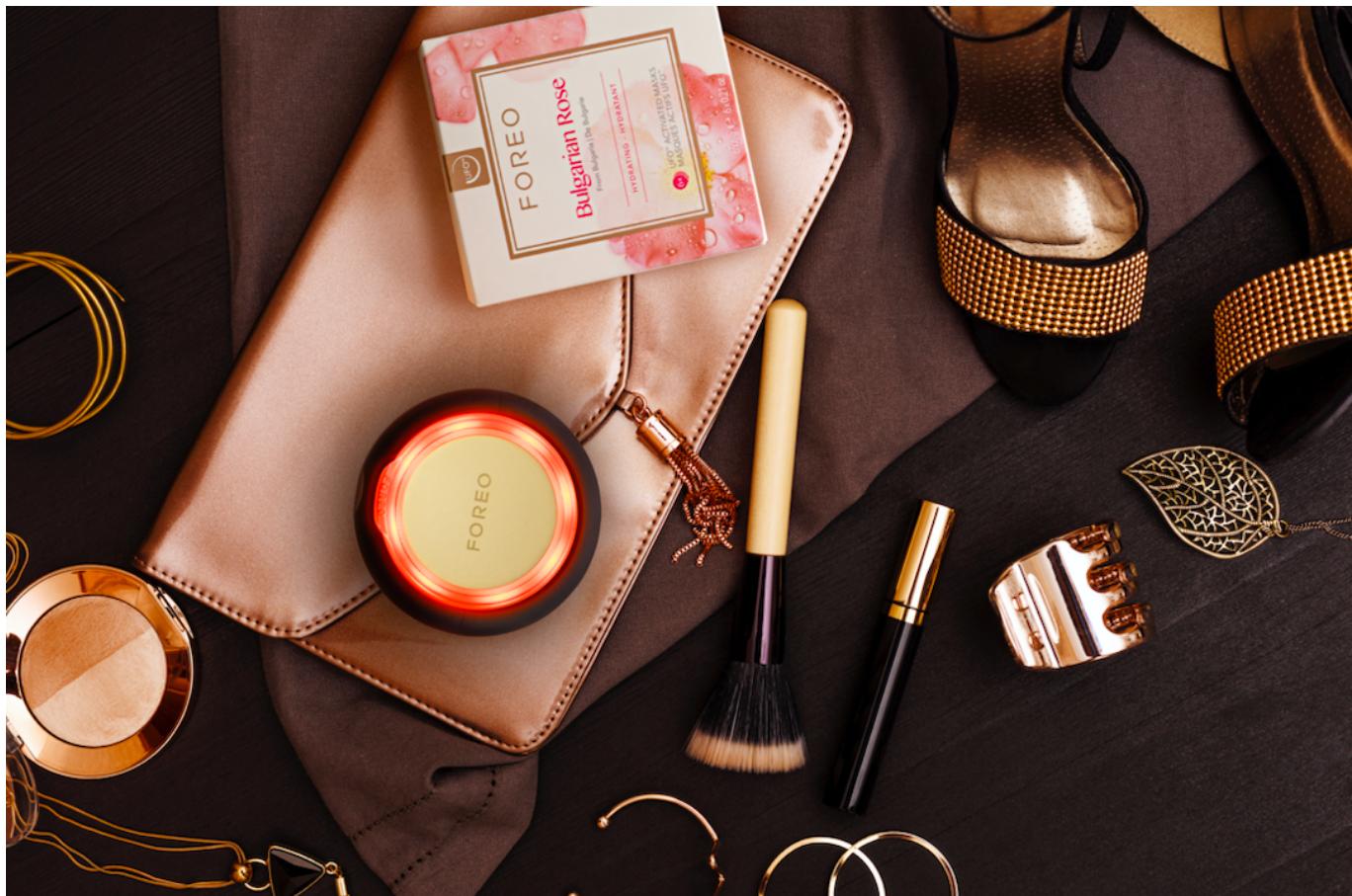


FOREO celebrates eight years of global success



The travel retail division of FOREO has one shared goal: to make sure the brand is available worldwide – to everyone, everywhere; currently , FOREO is present in 230+ duty free retail stores in more than 26 countries



Since launching the LUNA cleansing brush eight years ago, FOREO has expanded into a family of 3,000 people in more than 80 countries. The top brand is dedicated to breaking glass ceilings, pushing boundaries and questioning traditional methods of beauty.

In 2013, when FOREO founder Filip Sedic's wife, Ivana, failed to find a successful cleansing brush, he set out to design what is now known as the LUNA cleansing brush. The cleansing tool's silicone bristles, waterproof body and aesthetically pleasing design took the world by storm, ensuring FOREO had left its mark on the world of skincare.

With over 200 registered patents since its launch in 2013 and one FOREO device sold every 10 seconds in 2020, the brand has quickly become a synonym for "the skincare tool." The LUNA range alone has sold 20M+ items.

Fast forward to today, FOREO has introduced a wide array of products capable of catering to the needs of beauty junkies worldwide. The ground-breaking UFO device allows masking in 90 seconds and uses thermo-therapy and cryo-therapy to help the ingredients in the mask better absorb into the skin.

Microcurrent treatments became available via BEAR, which works face muscles to achieve a tighter and toned complexion. IRIS eye massager incorporates lymphatic drainage techniques to help refresh and depuff the eye area. Additionally, FOREO revolutionized the oral care industry with the introduction of the ISSA toothbrush, replacing the traditional nylon bristles with 35x more hygienic silicone bristles.

The travel retail division of FOREO has one shared goal: to make sure the brand is available worldwide - to everyone, everywhere. Currently, FOREO is present in 230+ duty free retail stores in more than 26 countries including major airports in New York City, Los Angeles, Paris and Sydney. Based on the number of stores and retail sales, its top five locations are situated in Asia, in the airports of Mainland

China, Hong Kong, Macau, Korea and Japan. The channel's bestselling items are the LUNA mini 2, LUNA 3 and LUNA mini 3.

"We are beyond appreciative of the support that consumers and retailers have provided us with over the past years. Without their firm belief in us, we would not be where we are today.

Our travel retail team is dedicated to spreading the value of FOREO by ensuring that we are available in as many locations as possible, and to as many people. We are currently focusing on expanding our business in Hainan, China, and by 2024, we are aiming to open 28 stores in 16 locations. Armed with the support made available to us now, I have no doubt that we will be able to achieve this ease," says Gary Leong, Global Travel Retail Director," FOREO.