

FOREO hosts VIP beauty masterclass



Influencers get tips on managing their complexions before Chuseok Thanksgiving Day

Swedish beauty and tech giant FOREO has successfully completed a masterclass in partnership with Hyundai Duty Free.

The exclusive class was held on 3 September 2022 at Hyundai Duty Free VIP Lounge. Eight KOLs and 17 VIPs got tips on managing their complexions for Chuseok, Korean Thanksgiving Day season.

Themed 'Home Esthetic Solutions for Skin During the Changing Seasons', the session highlighted how guests can cater to their skin's needs using FOREO's LUNA 3, BEAR and UFO 2 devices.

TV host Inyoung Choi and skin expert Gana Park shared professional skin knowledge from their combined experience.

During each session, the hosts demonstrated FOREO devices and revealed insider tips on how to maximize results. These skincare secrets were bolstered by sharing user reviews, seeking to cement the positioning of FOREO devices as the number one go-to for beauty aficionados.

FOREO prepared testers, allowing attendees to experience the products while following the hosts' demonstration.

Also provided were gifts with FOREO products, curated desserts made with signature colors and product leaflets.

To maximize engagement, FOREO introduced special deals for guests, paired with a Hyundai Duty Free-exclusive UFO Mini Set as a token of appreciation.

FOREO aims to set itself apart in on-ground activations as the company competes in an increasingly

competitive market.

Global Travel Retail Director Gary Leong says, “Our second beauty masterclass this year only amplifies further the message we are communicating to the market – that we are here to help, and are your support for any skincare need or query.

“By assisting consumers from the grassroots, we hope to develop lifetime relationships, which in turn translates to word-of-mouth marketing – something that money can’t buy.

“We thank Hyundai Duty Free for their cooperation and support in our new activation, and hope to continue the partnership further for this coming year.”