

FOREO unveils anti-aging FAQ 200 range and builds on user experience



The FAQ 200 is lightweight, portable and does not require connecting wires while in use; the brand aims to prove it is a top player in the anti-aging market

Swedish beauty tech leader FOREO has unveiled the FAQ 200, the latest innovation from its sister brand FAQ.

The anti-aging device is a tech-driven LED mask that offers "the best user experience and the most comprehensive functions on the market," according to the team.

The mask boasts seven colors of LED treatment and NIR (Near Infrared Light) LED treatment to effectively target a wide range of skincare concerns including redness, wrinkles, hyperpigmentation or discoloration. Designed with unique flexi-fit silicone, the product adapts to the curves and contours of each face for the most comfortable at-home spa experience.

The sister brands understand that personal beauty routines in 2023 need "to fit seamlessly into the lifestyle of users without hindering them from carrying out other activities." With this in mind, the two have perfected their offering.

The FAQ 200 is lightweight, portable and does not require connecting wires while in use. "The lightweight design allows users to shed the shackles of the traditional bulky LED mask, and can be worn freely while doing housework, yoga, a Netflix session, or even working. It also leaves room for the eyes and lips, allowing the user to go about their daily routines during usage without any discomfort or disruption. Bolstered further by an intimate eye protection design, the FAQ 200 allows complete and total anti-ageing skin rejuvenation without any weighed down or uncomfortable sensation," reads a press release.

FAQ has developed a step-by-step in-app guide to demonstrate to customers how to correctly and safely use the mask to their "complete advantage." The manual also works to enhance the user experience and ensure that every session with the FAQ 200 is tailor-made to individual needs and preferences.

The February issue of *Xinwei* reported the launch of the FAQ 200 series, followed by ad placements in *OK! Magazine* and *Robb Report*. Across social media, KOLs, celebrities and bloggers have been demonstrating and highlighting the powerful functions of the range, alongside key USPs of lightweight and portability.

"LED masks are by no means new in the anti-aging market, but while studying our competitors, we realized that most products already on the market were asking the consumer to fit into the mask's routine, instead of the other way around. We set out to design an LED mask that fits seamlessly into any day-to-day, without the need for wires, or even the sensation of being weighed down - all the while, producing fantastic results with state-of-the-art technology and incredible skincare benefits . With the FAQ 200, we can proudly say that this LED mask works for YOU - fitting into your schedule, your activities, and above all, attending to all your skincare needs no matter when or where you are," says Gary Leong, Global Travel Retail Director at FOREO.

Whether working from home, catching a flight or scrolling on socials, users are encouraged to add the FAQ 200 mask to their daily routine. The brand has proven that beauty can be both comprehensive and effective, without sacrificing time or comfort for an individual treatment.

By introducing such a cutting-edge LED mask, FAQ aims to prove that it is a top player in the anti-aging market.