

# FOREO named among top three skincare brands in the world



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After closing 2020 with an almighty army of more than 20 million customers and steady growth of sales, skin-tech powerhouse [FOREO](#) is making moves to once again dominate, as experts at [Lookfantastic](#) reveal that the savvy Swedish brand is among the top three most popular skincare brands globally.

The [beauty e-tailer research](#) places FOREO at number three in its “Most Popular Skincare Brands” rankings thanks to a staggering 6,851,000 global searches on Google, leaving well-known cosmetic brands Eucerin and Pai behind with only 5,618,000 and 4,900,000 searches, respectively.

“While we are proud to be placed in the top three most popular skincare brands in the world, this comes as no surprise. FOREO is known for innovation and high-quality durable products and with one FOREO device sold every 10 seconds, we know people recognize a great investment.

This latest glowing report of FOREO officially kicks off the ‘decade of beauty tech’ and proves that the future of beauty is most definitely innovation and technology,” says Boris Trupcevic, CEO, FOREO.

Founded by Filip Sedic, FOREO has been disrupting and re-shaping the beauty industry landscape for the past eight years. The brand is best known for its hero product, [LUNA 3](#), the world’s softest facial cleansing massager, as well as [UFO 2](#), the ultimate full facial treatment device that revolutionized skincare routines by including heating, masking, infusion, moisturizing, LED lights, massage and cooling into a single cute handheld device.

Continuing its journey leading innovation, FOREO has recently launched a microcurrent facial toning device [BEAR](#), revealing once again that there are no limits to what we can expect from FOREO in years to come.