

FOREO offers home spa experience



FOREO has launched home spa bundles with numerous retailers in order to promote their home spa marketing efforts.

In partnership with SOGO department store, the brand launched a pop-up (pictured above) from February 14 to the March 8. The bundles consist of a Firming Facial bundle, which feature the micro-current miracle BEAR™ along with the Serum, Serum Serum, and a Cleanse and Treat bundle, in which customers will receive the LUNA™ 3, UFO™ 2, any 2 boxes of UFO™ masks, and a Micro-Foam Cleanser 100ml. These bundles address the concerns of potential and existing customers, in which many are looking for anti-ageing solutions alongside treatment for troubled skin.

Over at YOHO, the exclusive bundle offers a limited edition at home spa UFO™ 2 set, which includes the device alongside 6 boxes of UFO™ masks. The revolutionary masking device masks in 90 seconds instead of the traditional 30 minutes, and comes with eight different LED lights which lend power to the UFO Power Activated Masks. With the quality of the LED lights used in the UFO™ 2 being of the same quality of those used in professional level spas, the treatments are just as effective while you're at home. Access the purple LED to reduce the appearance of fine lines and wrinkles, the white LED to tighten the skin and reduce puffiness, the green LED to brighten a dull complexion, and the orange LED to revitalise the skin. Other LED colours such as blue, cyan, yellow, and red, reduce the appearance of imperfections, calm and relieve stressed skin, reduce redness, and diminish signs of aging respectively. The devices are perfect to be used in the comfort of one's home, ensuring maximum comfort, efficiency and effectiveness. None of this would be complete without FOREO's patented T-Sonic pulsations.

Global Travel Retail Director Gary Leong said, "FOREO holds Hong Kong very near and dear to our heart, and understands the mental stresses of staying indoors away from loved ones. We hope that with these sets, we can contribute however much to ensuring that our customers are able to give

themselves the ultimate self-care, and improve their moods through looking and feeling better. We are thankful to YOHO and SOGO for partnering with us for these bundles in a time where self-care is so needed and stressed upon. We hope to partner further for more bundles with our great partners.”

YOHO is one of the early partners of FOREO in Hong Kong. Established in 2013, YOHO is the pioneer of the Hong Kong e-commerce service, with a focus on electronic products. In October 2021, the partnership kicked off a consumption voucher promotion with bus ad banners on 500 buses that covered the routes of CBD and major residential areas in Hong Kong.