

# FOREO and FAQ participate in third consecutive Hainan Expo



FAQ products on display at the Hainan Expo

For the third consecutive year, [FOREO](#) and [FAQ](#) participated in the China International Consumer Products Expo in Hainan, which took place from April 11 to 15.

According to the company, "FOREO's participation saw the announcement of the new Swedish Beauty campaign, a revolutionary take on the traditional skincare routine with just 3 and ½ steps. With a focus on functionality and results, the routine takes a holistic and simple approach to beauty, including a strategic cleansing routine, toning, masking and oral care using the LUNA 4, BEAR, UFO 2 and ISSA 3 respectively."

FOREO's sister brand FAQ introduced the FAQ 200 range, "a revolutionary wearable LED mask that targets skincare issues on-the-go, without causing any hindrance to everyday movements and activities."

For their third consecutive participation, FOREO and FAQ partnered with Hainan Tourism Duty Free Group (HTDF) to showcase their hero products to visitors, and entered into a new retailer partnership with Wangfujing Duty Free Group (WFJ). The brand's China Travel Retail team, alongside in-house live-streamer and KOL Bella Ding, hosted several sessions to explain and demonstrate the products.

Global Travel Retail Director Gary Leong said, "We are beyond excited to return to the Hainan Expo for the third consecutive year, demonstrating our dedication towards the region and its economic

growth. Hainan remains very much a focal point for our travel retail efforts, and bolstered by partnerships with Hainan Tourism Duty Free, we are set to again send waves across our beloved beauty industry with new and groundbreaking ideas and products that are meant to, above all, improve the lives of our consumers.”

Wangfujing Group Vice President, Qun Zen, added, “We give great thanks to our partner FOREO for their support to Wangfujing Duty Free, and hope that together, we can embark on a new journey full of exciting new developments.”