

# FOREO special edition LUNA™ series featured in Hainan Expo

Swedish company FOREO has announced that it has become the official Beauty Devices Provider for the first China International Consumer Products Expo (Hainan Expo).

The beauty tech company created a special edition LUNA™ series to commemorate this economic event, the first of its kind, in Hainan, China.

The special edition LUNA™ series features the mascot of the consumer fair, Yuanxiao, against a background of the tropical elements of Hainan island. Yuanxiao is based on the Hainan gibbon. This rare primate, native to Hainan, represents the organizer's sustainable development concept for the green exhibition.

In order to better reflect the symbolic significance of the event, FOREO chose to incorporate a tropical jungle decorated with tropical fruits available in Hainan, alongside gibbons playing in their natural habitat. The LUNA™ series is available in sunflower yellow.

Viya, China's uber influencer, has been appointed Hainan Expo's Ambassador, and will be promoting the LUNA™ series special edition during a live broadcast on Taobao, in order to boost the awareness of the inaugural China International Consumer Products Expo. The LUNA™ series special edition will also be offered as a gift for honored guests.

"FOREO is very pleased with the first ever partnership with the inaugural China International Consumer Products Expo," said Global Travel Retail Director Gary Leong. "We are very honoured to be the designated Beauty Device Provider for the Hainan Expo, and to design an exclusive LUNA series for the Expo. We are very much on board with the concept of green consumption and green exhibitions which are being advocated, because as a company ourselves, we are committed to reducing electronic waste. The continuous development of high-quality and durable beauty products is one of the main purposes of FOREO. Our partnership with the Hainan Expo will no doubt strengthen the concept of sustainable development to consumers. We are hoping for a very smooth and successful launch!"

Ruslan Tulenov, the Global Media Officer & Supervisor of Hainan Provincial Bureau of International Economic Development expressed a similar sentiment. "We are very excited to launch the special edition of the LUNA Series with FOREO. This successful cooperation with FOREO, a high-quality beauty technology brand, can fully demonstrate Hainan Expo's purpose, which is never to cease improving, collaborating, and aspiring to turn our dreams into reality."

In addition to in-depth cooperation with the Hainan Expo, FOREO will also exhibit a full line of products in the GDF Plaza's exhibiting stand, including the LUNA™ facial cleanser series, the UFO™ facial masking devices, and the Bear™ microcurrent device. "Our participation in this event is powered even further with our presence at the Global Duty Free Plaza exhibiting stand, the new downtown duty free shop opened by Dufry and Hainan Development Holdings (HDH)," commented Gary. "With the global travel retail industry being affected by the pandemic, we are continuously looking for ways to strengthen our partnership with major retailers, while focusing largely on the development of domestic tourism. By participating in the first Hainan Expo, we hope to present the best of FOREO to consumers and partners across the country."