

FOREO Travel Retail rolls out Swedish Beauty campaign across Asia



An LED screen featuring the campaign at Hainan Tourism Duty Free Shopping Complex

[FOREO](#) has rolled out a new campaign focused on 'Swedish Beauty in 3½ steps' across the Asia-Pacific region.

"The Swedish Beauty campaign pays homage to FOREO's roots - at our core, we are dedicated towards making beauty accessible for all," Global Travel Retail Director Gary Leong said in a press release. "FOREO has always been groundbreaking in every sense - and with this campaign, the brand aims to give a new definition to Swedish beauty, which is one that focuses on the journey of the skin instead of the end result."

Omni-channel campaign placements can be found at CDF Haikou International Duty Free Shopping Complex (CDFG), Hainan Tourism Duty Free Shopping Complex (HTDF), Wangfujing Duty Free, CDFG-Sunrise app, Shilla Korea, Hyundai Korea, Lotte Korea, Naver.com, SOGO Hong Kong, Fortress Hong Kong, Broadway Hong Kong, YOHO Hong Kong, Sephora Hong Kong, New Yaohan Macau, and Takashimaya in Singapore.

"The campaign, which launched on March 20, demonstrates that beauty standards are aspirational - but real, healthy skin is achievable. With a less is more approach, FOREO proves that 3½ steps are more than enough to maintain good skin, with an end goal of happiness, not perfection," explains the press release.

Swedish Beauty serves as the umbrella campaign featuring the following skincare tools: the LUNA 4,

the BEAR, the UFO 2, and the ISSA 3. "The 3½ devices work holistically to provide an enviable complexion - one that radiates a je nais se quois."