

# FOREO launches new counter in Busan with Shinsagae Duty Free



Looking to appeal to more beauty junkies in Korea, FOREO launched a new counter at Shinsagae Duty Free Busan

Swedish beauty giant, FOREO, announced the launch of a new counter in Busan at Shinsagae Duty Free Busan. Located in the Shinsagae Department Store in Centrum City, Shinsagae Duty Free Busan calls the biggest department store in the world (and the world-famous tourist destination) home. Centrum City targets all types of luxury shoppers – both locals and foreigners. Known for its beautiful landscape, Busan is the second largest city in South Korea.

In an effort to appeal to more beauty junkies in Korea, FOREO will soon add to its latest skin care selections including the newly launched LUNA mini 3 and the LUNA 3.

Shinsagae Duty Free Busan opened in October 2013, with the goal of catering to an increasing demand for an elevated duty free shopping experience. Shinsagae Duty Free is the duty free retail sector of Shinsagae Group, Korea's foremost large-scale distributors, and a company with a long and rich history. The duty free group has two stores in Seoul, one in Busan and one in Incheon International Airport. And FOREO has its counters in all four of the stores.