

# FOREO's new anti-aging device sends customers into a roaring frenzy



With the tagline, *Feels like a facial, tones like a workout*, FOREO's new anti-aging device recently launched at Korean-based Lotte Duty Free & Hyundai Duty Free

The highly anticipated BEAR, FOREO's new microcurrent anti-aging device, recently launched at Korean-based Lotte Duty Free and Hyundai Duty Free. With that came a long queue of customers, excited and ready to purchase the latest brainchild of the Swedish beauty brand, famed for its cult range of silicone cleansing devices.

Gary Leong, Global Travel Retail Director, FOREO, says: "As always, we are so ecstatic and thrilled to have the never-ending support of our customers each time we launch a new product. FOREO is always thinking of ways to improve our product ranges and release new products that are in line with what our customers want. The amazing response from the launch of the BEAR proves that we have indeed successfully expanded our range in skincare."

A combination of microcurrent and T-sonic pulsations, allow the BEAR and BEAR Mini to firm the skin for a more youthful and contoured complexion. Stimulating microcurrent tones the skin, while FOREO's signature T-sonic pulsations relax the facial muscle tension points and smooth the appearance of fine lines and wrinkles.

The BEAR has stronger intensities of microcurrent, which targets V-shaping and is suitable for the whole face. The BEAR Mini improves areas such as eyebrows, dark under eyes and smile lines.

The BEAR and BEAR Mini will continue its exclusive expansion into duty free throughout Q1, ahead of

local channels across Asia slated for March 2020.