

# Foreo and FAQ celebrate International Women's Day



Swedish beauty and tech giant FOREO alongside anti-aging sister-brand FAQ, recently launched a pop-up (pictured above) at Hainan Tourism Duty Free Shopping Complex (HTDF) to celebrate International Women's Day in the month of March.

Since its launch in January 2022, the pop-up has attracted a large number of tourists eager to experience the Home Spa treatments with both FOREO and FAQ products. The range of products offered in the Home Spa are products which are easy for consumers to use in the comfort of their own homes, while achieving spa-level results - to name a few, the LUNA 3's deep-cleansing properties, the BEAR's anti-ageing and firming qualities, and FAQ's age-defying skin treatments.

Apart from the HTDF pop-up, FOREO Travel Retail has also joined forces with renowned partners in the industry to further promote their International Women's Day campaign. The Glow Up set is prepped to launch exclusively at CDF on both online and offline channels, and features a LUNA mini 3 in Pearl Pink or Fuschia with sample sizes of the Serum Serum Serum and Micro-Foam cleanser.

**Global Travel Retail Director Gary Leong said:** "Extending our pop-up at HTDF due to overwhelming demand is a win for both of our brands. We are excited to continue providing the best service and products to our customers during a season in which many are honouring the important women in their life. We believe that our range of products provides many women with convenience, effectiveness, and value for money, all of which have positioned us as one of the leading brands in beauty tech today. We are thankful to HTDF for their support during our pop-up event, and look forward to launching many future campaigns with them."

In true FOREO™ style, multiple exclusive sets have been made available at the pop-up, including the Picture Perfect LUNA 3 and Serum Serum Serum Set, the Candy Collection LUNA mini 2 in Lollipop Pink and Marshmallow Lavender set, the Beauty Detour with ISSA 2 Mint set, the Here & There set, The LUNA mini 2 in Pearl Pink set, and the BEAR 2021 Spring Limited Edition Set. For those wishing to

experience FAQ, the brand offers the 103 Diamond Set of its luxurious anti-ageing device, positioning itself as the best gifting option for International Women's Day. The brands are also offering the Home Spa treatment with both FOREO and FAQ products, to truly pamper the important women in your life with a luxurious and relaxing treatment.

