

## Foreo unveils limited-edition Candy Collection of beauty tools

By **Jas Ryat** on June, 11 2019 | Fragrances, Cosmetics, Skincare & Haircare



The four-piece Candy Collection will be launched solely at Korean duty free stores from June 2019

Swedish beauty tech giant Foreo has launched a summer limited-edition range of LUNA mini 2 devices, entitled the Candy Collection.

Consisting of four colorways, the four-piece collection is set to be launched solely at Korean duty free stores beginning June 2019.

In keeping with the innovative, trendy and young vibe of the company, the designs are described as

“works of art on their own”. Each limited-edition unit is one of a kind, with a different pattern.

The concept of the limited-edition collection draws inspiration from sweets such as candy, ice cream, macarons, and marshmallows, injecting a fun twist into skincare routines. The device names include Unicorn and Pink Lollipop.

The Candy Collection will be available at Korean duty free stores, mainly targeting travelers who are leaving for the summer, and foreign visitors.

Foreo counters in the downtown duty free stores are set to be decorated with a candy theme, enabling customers to take Instagram-worthy shots alongside their new purchases, the firm said.

The company said that achieving the unicorn and lollipop effect takes four times more manual work than usual during production of the silicone top.

This marks Foreo’s second launch of travel-edition exclusives that are not available in key local markets. The first launch of the red Luna Mini 2 and Luna Play Plus celebrated Chinese New Year.

“The Foreo travel retail team looks forward to many more limited-edition exclusives, highlighting the key idea that the best travel buddy is indeed from Foreo,” the company enthused.