

# FOREO announces new opening at Heinemann Macau



FOREO and FAQ on display in Heinemann Macau's store at the Lisboaeta Macau

With Macau's tourism showing slow but steady signs of recovery, FOREO and sister beauty tech brand FAQ have announced new placements at Heinemann Macau, Heinemann's first downtown store in the Asia Pacific region.

Officially opened on October 23, FOREO and FAQ share a back wall in the 780 square meter store, located at the Lisboaeta Macau travel destination.

The store houses over 40 international brands of beauty tools, cosmetics, fragrances, skincare, and wellness products. The opening also marks the first FAQ offline POS in Macau.

With three devices available under FAQ's latest collection, namely the FAQ 100 range, the brand introduces a new type of technology to the market. Featuring a wide range of innovative facial rejuvenation technologies, including EMS-Pro, Power-RF, LED-Pulse and T-Sonic pulsations, FAQ 100 range devices deliver concentrated power to achieve results.

FOREO has introduced a wide array of products, including the UFO device that allows masking in 90

seconds; the anti-ageing microcurrent BEAR device; the ISSA toothbrush; and the IRIS eye massager.

FOREO Global Travel Retail Director Gary Leong said: “We are thrilled, of course, with our new placements at Heinemann. The Lisboaeta Macau is an incredible experience on its own for any tourist, and for FOREO and FAQ to be part of that will give great exposure to our brands. Heinemann have been amazing partners to work with, and we thank them for their professionalism and cooperation throughout the process.”

Heinemann Asia Pacific’s Head of Purchasing - Perfumes & Cosmetics and Marketing Ranjith Menon, echoed Leong’s sentiments. “We are thrilled to have such a supportive partner onboard and to have the opportunity to offer FAQ to our customers for the first time. Beauty devices represent a growing category in the region, and FOREO and FAQ are great additions to our Perfumes & Cosmetics assortment. We look forward to growing our shared business together in the future.”

In Q4, 2021, FOREO Group will continue to enhance its exposure in both domestic and travel retail channels in Macau, where new stores will be open at the New Yaohan in Grand Lisboa Palace Resort and China Duty Free at Macau International Airport.

Products from the FOREO Group are also available at multiple travel retail channels in Macau with Duty Free Americas at the Venetian, Dufry at the Shoppes Venetian, Dufry at the Shoppes Parisian and DFS Studio City, MGM Cotai, Four Seasons, City of Dreams.