

FOREO takes center stage at Bahrain International Airport



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This week, FOREO announced the opening of a new store at Bahrain Duty Free, in partnership with Bahrain International Airport. The opening, scheduled for November, will see a FOREO branded back wall alongside an LED screen inside the store, located in the new terminal of Bahrain International Airport.

The new store will include an array of FOREO's best-sellers including its cult cleansing brushes, the LUNA™ 3 and the LUNA™ mini 3. Also available, the brand's recently launched microcurrent device, the BEAR™ and the BEAR™ mini, which firm and lift the facial contours for a youthful look. The UFO™ 2, FOREO's miracle 90-second masking device, delivers a super-charged skin masking experience with technology such as thermo-therapy and cryo-therapy.

Bahrain Duty Free launched the company into a new era in January 2021, which saw the opening of a new passenger terminal building at Bahrain International Airport. Pledging to deliver an experience within itself with store environments on a world class level, the retailer expanded to 4,700-sqm of space to offer a premium and impactful display of its brands and products.

"FOREO is ecstatic to have such a solid and supportive partner in Bahrain Duty Free. We are confident

that we will be able to fulfill the strong customer demand from Bahrain, and further elevate the brand's positioning in the country," says Gary Leong, Global Travel Retail Director, FOREO.

"We are excited to have such an established beauty brand become an addition to Bahrain Duty Free. The brand's constant innovation and premium appeal are a valuable addition to our stores and we look forward to assisting FOREO in its expansion into the Middle East," adds Richard Wilkinson, Head of Purchasing, Bahrain Duty Free.