

FOREO brings new skincare range to Korea duty-free



FOREO's founder and Chief Executive Officer Filip Sedic visiting FOREO's counters in key duty-free stores in Seoul. The beauty tech giant had introduced its new skincare range in Korean duty-free stores



FOREO's new skincare range includes a serum and micro foam cleanser

Swedish beauty tech giant FOREO has made its foray into skincare and wellness with the launch of its new skincare products at Korean duty-free stores.

In a press release, the company said the new range named 'Serum Serum Serum' includes a serum and the Micro Foam Cleanser. Both items can be used with FOREO's existing tech products.

FOREO's founder Filip Sedic visited FOREO's counters in key duty-free stores in Seoul to see the counter displays as well as the summer [limited-edition Candy Collection](#) which was exclusively introduced in Korea in May 2019. The Candy Collection comprises the LUNA mini 2 devices in four colorways.

FOREO said: "Korea is a key point of sales in Asia, and ever-expanding business there promises to be the highlight of the year for the brand. As an important market for FOREO as well as a country full of skincare masters and innovators, Korea has become the first country that FOREO has launched the new Serum Serum Serum in through duty-free channels."

The retailer expects to break sales records again with the launch of this new product and the Korea exclusive limited-edition range.