

# FOREO's unique position to help



FOREO team members distributing protective accessories to hospitals as part of the company's initiative in support of medical professionals

Swedish skintech company FOREO has always done things a little differently. The company's commitment to innovative solutions has helped it to become a true global powerhouse in just seven years.

As seen since the beginning of the global pandemic, FOREO's commitment reaches far beyond that of skincare to self-care and, further, to health initiatives that benefit not only the company's 3000 employees but extend beyond, to medical professionals, key workers and customers, and ultimately the world at large.

## Using global platform

As it became clear that the COVID-19 virus outbreak was a serious matter, FOREO harnessed its innovative nature to respond with heart and generosity. The company's leaders recognize their unique position as a global brand with a significant platform, and are committed to assisting in any way they can. Therefore they have launched a range of supportive initiatives for specific groups and others to help unite people in this fight.

FOREO's Global COO Hrvoje Sarac recently revealed these initiatives. "As a global brand we have a huge platform to drive change and inspire action. We have launched multiple initiatives that tackle the outbreak from different angles on a global and local level to support medical professionals, key workers, customers and employees throughout this unsettling period," he says. "As a global wellness brand we are committed to the livelihood of our customers and employees and we are finding as

many ways as we can to help them through these unsettling times and using our platform to make a real difference and ensure life once all this is over will flourish again for everyone, our customers, our partners and our employees.”

## **FOREO’s four key initiatives focus on making a difference around the world**

### Initiative #1: Support of medical professionals

As FOREO has a global headquarters located in Shanghai, the company was able to act quickly to assist medical staff risking their lives to tackle the outbreak when it first hit. FOREO quickly sourced 2500 protective suits from Europe and shipped them to three hospitals at the heart of the pandemic that were experiencing a shortage: Hubei Yangxin County People's Hospital, Huanggang City Xishui County People's Hospital, and Huanggang City Yingshan County People's Hospital.

### Initiative #2: Staff protection

FOREO immediately prioritised the safety of all its employees. Retail staff were quickly removed from shop floors and given opportunities to continue working via digital channels, with live Q&As on Instagram and with virtual skincare consultations. At the same time, headquarters employees were fully supported to transition to at-home working.

### Initiative #3: Global educational initiative

As face-touching is a common way for the virus to spread, the company launched a lighthearted challenge to help people recognize the number of times they touch their face without realizing it. The #watchingyoutouch TikTok challenge started as an initiative for employees, but really took off when it was taken public. Almost half a million people have watched the challenge, with influencers such as Yewande Biala joining taking part.

### Initiative #4: Campaign to thank those on the front lines

FOREO’s global campaign spotlights the heroes fighting the pandemic by telling the stories of key workers around the world. People can nominate loved ones who are putting their lives on the line to help others, on Instagram by tagging @foreo and #ThankTheHeroes.