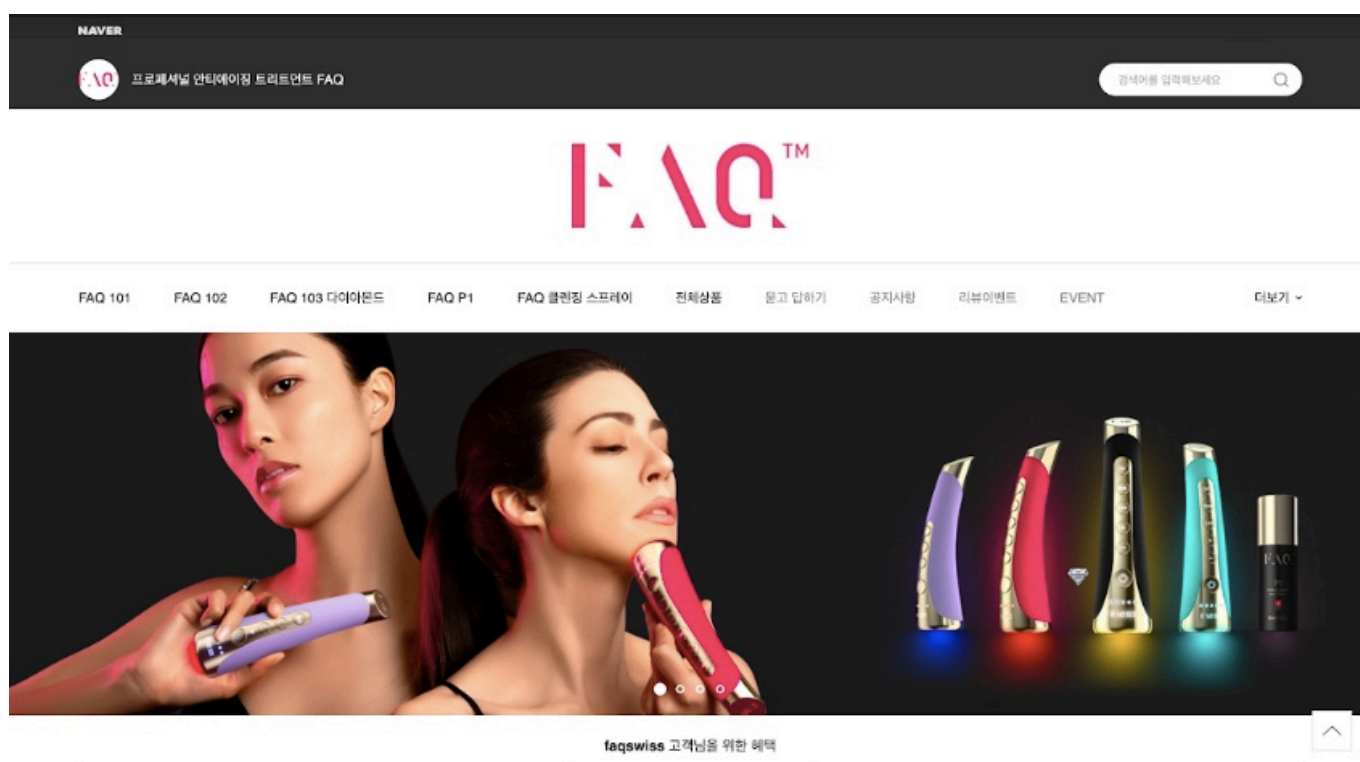


# FAQ Swiss lands online in Korea



The FAQ Swiss beauty device is available on Korean e-commerce site Naver

Anti-ageing brand FAQ Swiss has launched a smart store exclusively on Korean e-commerce site Naver.

FAQ previously launched its first physical store via the Korean travel retail channel at Hyundai Duty Free, Dongdaemun, Seoul. With the debut on Naver, FAQ Swiss can provide a premium anti-ageing experience to a wider range of customers in Korea.

FAQ Swiss, which is part of the FOREO group of beauty devices, aims to offer affordable access to beauty and is described as the first brand in the world to package professional-level treatments in a sleek, handheld device.

The brand sets itself apart from competitors with a feature that allows the user to properly educate themselves on correct usage. This ensures that professional technology such as radiofrequency and Electronic Muscle Stimulation (EMS) can be used safely by consumers in the comfort of their own home, the company said.

With three devices available in the latest collection, the FAQ 100 Range, FAQ introduces a new type of technology to the market.

All devices include Power-RF, the powerful heated radiofrequency waves that accelerate collagen production to reduce the appearance of fine lines, T-Sonic pulsations to boost the skin's radiance, and LED-Pulse (although colors vary between devices) to penetrate deep layers of the dermis to target specific skin issues.

EMS-Pro, which is available in the FAQ 102 and FAQ 103 devices, is said to be a safe and painless way to firm skin and contour facial features, often referred to as a 'natural facelift'.

The Swiss-designed device also features the patented Anti-Shock System.

Global Travel Retail Director Gary Leong said: “We are thrilled to be launching FAQ Swiss’s first official flagship store on Naver, our esteemed Korean e-commerce partners. Naver has been incredibly supportive of FOREO in the past, and we hope to replicate the same level of success with FAQ Swiss. The unique USPs of the devices ensure that users are able to tailor-make their treatments to their skin type, breaking boundaries and blurring the lines between accessible and high-end beauty.”

The FAQ Swiss Smart Store on Naver (<https://smartstore.naver.com/faqswiss>) also comes with a launch promotion. Customers who purchase any device in the FAQ 100 range will receive a FAQ P1 Manuka Honey Primer for free.