

FOREO celebrates women in Macau activation



FOREO's CDF Macau display at Macau International Airport embraces femininity

To celebrate International Women's Day, Swedish beauty tech giant FOREO and its anti-ageing sister brand FAQ have launched a themed table at the CDF Macau store, Macau International Airport.

The display, which aims to highlight the best items available for at-home spa treatments, is located at the store entrance.

From FOREO, customers can explore the LUNA 3, UFO 2 and the BEAR. The LUNA 3 takes center stage as the brand's most recognizable and in-demand product.

The facial cleansing brush features a massage mode for the LUNA 3, alongside a range of tailor-made massage routines which are built into the FOREO app. It uses T-Sonic pulsations to help remove 99.5% of dirt, oil, sweat and dead skin cells, leaving the skin soft, supple and thoroughly cleansed.

The advanced UFO 2 taps into the benefits of thermo-therapy, which helps the ingredients in each mask to be absorbed into the skin. Alongside thermo-therapy comes cryo-therapy, which is famous for being an instant youth solution, by cooling the skin to give it an instant firmer and more lifted appearance. Cryo-therapy also helps to shrink pores and reduce puffiness.

The BEAR is a powerful micro-current device that firms the skin for a more youthful and contoured

complexion. A stimulating microcurrent tones the skin, while FOREO's signature T-sonic pulsations relax the facial muscle tension points, and smooth the appearance of fine lines and wrinkles.

The FAQ 100 range offers three devices which use the power of radiofrequency, Electric Muscle Stimulation (EMS), T-Sonic pulsations and LED lights to improve the complexion and jawline.

For younger users in their 20s, FAQ suggests the FAQ 101 device, which features heated radiofrequency waves to boost collagen and reduce the appearance of fine lines. Red, green and blue LED lights work in tandem to promote the skin's natural healing abilities, resulting in a tighter, firmer and more V-shaped complexion.

Users in their 30s onwards can opt for the FAQ 102 or FAQ 103 Diamond devices, which feature EMS technology. Often referred to as a natural facelift, EMS is a non-invasive way to tone and define facial features.

Meanwhile, the FAQ 103 Diamond is adorned with real diamonds, and works to minimize pores, banish wrinkles, firm the skin, contour the face and decrease redness, according to the company.

Alongside the patented intelligent Anti-Shock system, the professional power delivers a facial rejuvenation within minutes, it added.

FOREO Global Travel Retail Director Gary Leong said: "The display we have set up at CDF Macau will no doubt cater to a wide range of consumers seeking the perfect gift for International Women's Day - but at FOREO, we believe in celebrating women year-round. We thank CDF Macau for their cooperation and support in all areas of FOREO's marketing strategies."