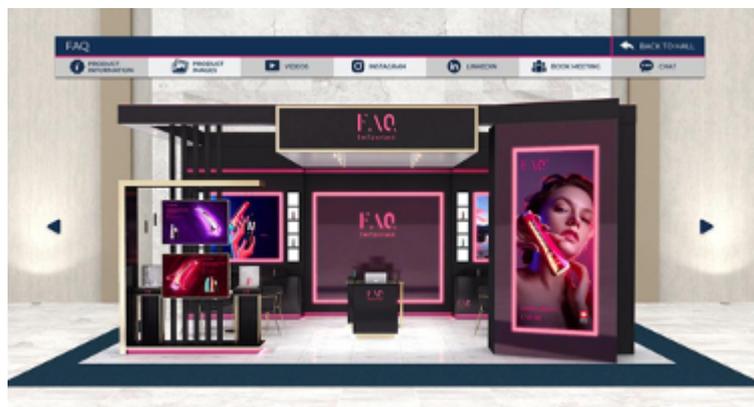


# Swiss developed brand FAQ launches at Hyundai Duty Free

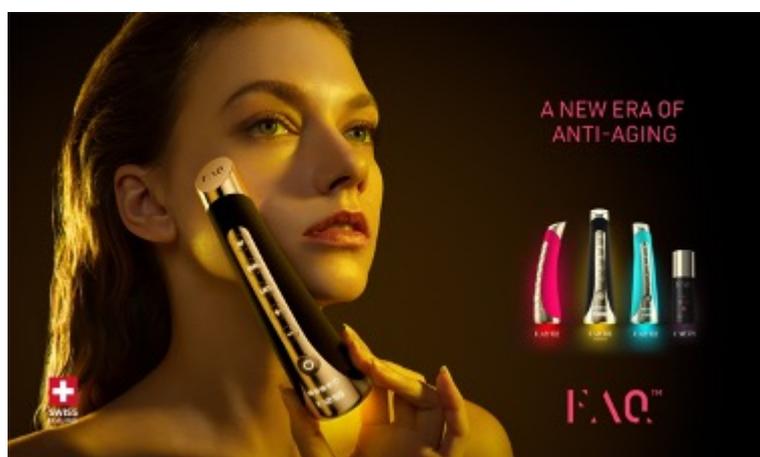


Unveiled through the Virtual TR Expo in October, with its sleek range of handheld, high-tech anti-aging devices, FAQ is generating awareness through retailers and customers

The world's most powerful anti-aging brand set to take the world by storm, FAQ, has been unveiled through the Virtual Travel Retail Expo <https://virtualtrexpo.com/> in October. The brand has already generated mass amounts of buzz through retailers and customers alike, all who are eager to get their hands on the line which promises to enable the consumer to take control of the aging process.

FAQ features a sleek range of handheld anti-ageing devices, all of which have incorporated technology previously unavailable to the mass-market. Using key USPs such as radiofrequency and electric muscle stimulation, the devices assure that professional level technology can be used safely by regular consumers in the comfort of their own homes.

Hailed as a one-time investment for a lifetime of beauty, this new brand targets to those aged 25-50 years old. As staying and looking young is a form of investment, FAQ caters to a market of consumers with the desire to maintain their youth, but have neither the time or resources to do so by eliminating the need to visit costly aesthetic clinics or treatment centres. The devices use the same technology that is used in professional settings, ensuring the exact same results with regular use.



Backed by years of research, the skincare brand caters to a market of consumers with the desire to maintain their youth (25-50 years old)

Backed by years of research, the Swiss developed brand launched through Hyundai Duty-Free in their physical store in Dongdaemun on December 1. Launching first through Hyundai Duty-Free further backs the company's stand that Seoul is the key market in developing the travel retail channel. The decision is no doubt a strategic move to boost brand awareness throughout Asia, as many, if not all, skin and beauty trends emerge first from Korea.

Dongdaemun is the largest tourism shopping area in Korea, with 49 years of experience in distribution, Hyundai Department Store Group is well versed in launching new brands into global powerhouses.

Available over the counter, the brand is also launching via Tangs Department Store in Singapore this month. Tangs is synonymous with premium products for beauty and skincare. The heritage landmark department store on Orchard Road has long been a one-stop shop for people looking to experience luxury when it comes to self-care. This chosen location is an extremely important choice for the up-and-coming brand, as the location is a strategic one in a well-developed SEA hub.

Released by FOREO, FAQ is the brand's first sister-company in a set of portfolios that are yet to come. FOREO is hoping that FAQ receives the same cult-status that it has enjoyed throughout the years by providing quality devices and cutting-edge technology packaged in aesthetically pleasing devices.