

Korean mask expertise is Foreo's new beauty face

Foreo has combined its Swedish beauty technology with Korean face mask ingenuity to unveil the UFO (Ur Future Obsession) Smart Masks in travel retail.

The devices have been gathering momentum ever since they were introduced in January at CES in Las Vegas.

Created in Korea, the UFO masks are made from soft micro-fibre material and are free from Parabens, Phenoxyethanol, silicones, Disodium EDTA and mineral oil, which Foreo says are found in most sheet masks available in the market.

UFO features six different technologies to create the 'at-home spa-facial experience', including Hyper-infusion technology, T-Sonic pulsations, cryotherapy and LED light therapy treatments (*blue, green and red*).



Foreo UFO Smart Masks are now available to purchase from leading retailers globally.

TRAVEL RETAIL AWARDS WINNER

Each 90-second treatment incorporates balanced temperature and pulsation intensity to allow the mask's active ingredients to work.

The masks are also compatible with seven of the brand's activated sheet masks, including day and night applications.

Meanwhile, five additional masks have been launched (*Youth Junkie, Shimmer Freak, H2Overdose, Matte Maniac and Glow Addict*) to ensure there is a mask for every skin type.



Foreos Luna Mini 2 was a joint winner alongside AYO's Anti Jet Lag Glasses at the Travel Retail

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Awards.

The firm's T-Sonic facial brush Luna Mini 2 was named joint winner for Best electronics product at the first consumer-voted Travel Retail Awards, hosted at the Conrad Centennial Hotel in Singapore in May.

"Foreo made its reputation for its revolutionary T-Sonic facial brush, the Luna mini 2 that just recently was awarded with the 2018 Travel Retail Award, voted by shoppers, which gives a high level of importance for the product," says the brand.

Securing the voted by shoppers accolade – a first for the travel retail industry – allows suppliers such as Foreo to display the prestigious Travel Retail Awards logo, which travellers can identify on travel retail products worldwide at airports and in other DF&TR channels.

To view the full list of winners at the Travel Retail Awards and for further information, [click here](#).