

# FOREO

Media Alert: For Immediate Release

## FOREO's CLEANSER for MEN: Daily Revitalizing Gel

Swedish beauty innovation brand [FOREO](#) addresses the unique needs of male skin with their new **CLEANSER for MEN**, *Daily Revitalizing Gel*. Rich in mineral nutrients, **FOREO's CLEANSER for MEN** restores and reinforces male skin.

**FOREO's CLEANSER for MEN** has a texture that comes to life when used in tandem with the LUNA™ range via **T-Sonic™ Activation**. The cleanser's formula and its ingredients are activated and stimulated at a molecular level by T-Sonic™ pulsations, transforming its marine blue gel into a white foam. This sensual and experiential cleansing process allows for deeper penetration into the skin, maximizing absorption and efficacy.

Designed to suit thick male skin, this powerful deep-cleanser derives its strength from hydrothermal minerals found in volcanic water that drive away impurities and excess sebum while detoxifying the skin of daily pollutants. Moringa extract serves as an anti-pollutant while salicylic acid purifies and cleanses. This masculine, energizing and sophisticated cleanser both revitalizes and softens skin protecting it from shaving irritation and everyday wear and tear.

All FOREO Cleansers contain natural active ingredients suitable for all skin types and do not contain any Silicone, Alcohol, Phthalates, Sodium Laureth Sulfate, Parabens, Mineral Oil, Propylene Glycol or Phenoxyethanol.

### How to Use:

Apply cleanser in the morning and evening with the LUNA™ for MEN T-Sonic Cleansing & Anti-Aging System or the LUNA™ mini T-Sonic Cleansing System.

### Availability:

The **FOREO's CLEANSER for MEN**, *Daily Revitalizing Gel*, retails for \$29.95 for a 100 ml bottle and is available at Sephora/Sephora.com & Neiman Marcus

### About FOREO:

Sweden-based FOREO is taking the beauty industry by storm with its iconic new range of beauty solutions. Known for its unique and innovative product designs, the brand's ISSA™ was a winner of a Silver A'Design Award, ICMAD 2015 Package Design Innovation Award, OK! Magazine's 2015 Spring Beauty Awards and The Knot's 2015 Beauty Awards while the LUNA™ was a winner of the CEW 2015 Best of Beauty Awards, Health 2015 Beauty Awards, ICMAD 2014 Package Design Innovation Award, and the LUNA™ mini is a winner in the Coastal Living 2015 Beauty Awards and Cosmopolitan for Latinas 2015 Beauty Awards. Through multidisciplinary collaboration between topflight specialists at the FOREO Institute, they have developed revolutionary innovations that surpass the cosmetic, providing a smarter and more effective way to care for oneself. In 2015, FOREO launched [MYSA](#), a unique online magazine sharing its fresh outlook on beauty & lifestyle for the modern woman and offering hardworking individuals a much needed break from their busy lives. FOREO is here to revolutionize the beauty industry with a simple promise – to give a new-found confidence to millions, through innovative beauty solutions that work.



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### ABOUT FOREO

Sweden-based FOREO aims to empower you to create the world in your own image. The belief that you are unique is behind everything we do, and that's what keeps us working hard to create pioneering products that have a positive impact on your well-being. Our approach is a bold one: we don't just improve existing designs; we tear them down completely and restart from the ground up. This creative destruction is at the heart of what we do and is reflected in our unique product designs. Discover more at [www.foreo.com](http://www.foreo.com)