

# FOREO

## FOREO Launches the LUNA™ go Pocket-Sized Device for a Powerful Cleanse

Swedish beauty brand [FOREO](#) has achieved global success with its award-winning [LUNA™ skincare range](#) which launched in 2013. Over the past two years, the LUNA™ devices have evolved with FOREO upgrading their technologies in 2016 to create the more powerful LUNA™ 2, LUNA™ 2 for Men and LUNA™ mini 2.

For late-Summer 2016, FOREO announces its latest development, the **LUNA™ go**, an extra portable version of the LUNA™ 2. Now the smallest in the range, alongside the LUNA™ play, this powerful device provides a **cleansing and anti-aging experience** offered for four skin types – Sensitive (pictured), Normal, Combination and Oily.

T-Sonic™ pulsations are directed through the device's soft silicone touch-points, lifting away dirt and oil. Skin is gently exfoliated, improving the absorption of favorite skincare products.

The LUNA™ go models are designed for specific skin types. A customized variation of thin touch-points (to cleanse sensitive skin) and thick touch-points (for stronger cleansing) are present throughout. The rechargeable LUNA™ go also has the anti-aging side incorporated on the backside of the device. Lower-frequency pulsations are channeled along these ridges and directed onto wrinkle-prone areas, diminishing the appearance of fine lines and wrinkles, as well as smoothing and firming the appearance of the skin.

"The LUNA™ go is exemplary of FOREO's commitment to offering consumers options to customize their skincare routine. FOREO understands the need for versatility, convenience and options and the LUNA™ go provides signature FOREO technology in the most compact, portable way possible. Whether it's to the gym or for a weekend jet set, no sacrifices have to be made for healthy, radiant skin," says Justin Wang, President of FOREO.

Fans of the LUNA™ devices will enjoy the extra-portable aspect of the new LUNA™ go which offers many of the same superior cleansing benefits of the LUNA™ 2, including:

1. **T-Sonic™** pulsation technology will remove 99.5% of dirt and oil (based on clinical trials) plus makeup residue. Dead skin cells are cleared away, enhancing the absorption of skincare products and also diminishing the appearance of pores to refine skin texture. Skin is left clear, refined and radiant.
2. **4 Brushes Specific to Skin Type** - Sensitive, Normal, Combination and Oily models are each designed to meet a specific type of skin, conveniently matching the models offered among the full-size LUNA™ 2.
3. **Its ultra-hygienic silicone design** is quick drying and nonporous to prevent bacteria buildup; the device is 35X more hygienic than nylon-bristled brushes.
4. **Easy to operate and travel-friendly.** The LUNA™ go brings the high-tech power of the LUNA™ range, with the ease of a single button to toggle cleansing vs. anti-aging mode.

How to use:

- Remove all makeup, then dampen face and apply cleansing product. Wet the LUNA™ go's brush surface.
- Turn on the LUNA™ go by pressing the button once, and begin cleansing using gentle circular strokes. Use extra care around the under-eye region using light outward, strokes. The entire cleanse should take one minute.
- Rinse and dry face. Apply desired skincare products.
- Activate the LUNA™ go's Anti-Aging Mode. Press its anti-aging surface onto wrinkle-prone areas for a total of 1 minute.

The LUNA™ go is 100% waterproof and provides approximately 30 uses on one full charge. No replacement brush heads needed. The LUNA™ go will be available for \$99 at [foreo.com](#) June 2016. It comes in four different models for Sensitive (Lavender), Normal (Pink), Combination (Blue), Oily (Cyan) Skin. Additionally available (via the same model as Oily Skin), is the LUNA™ go for MEN in Midnight.



*Actual Size*

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### ABOUT FOREO

Sweden-based FOREO aims to empower you to brighten your life. The belief that confidence makes life more vibrant 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, promoting self-confidence. 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.