

# FOREO

For Immediate Release

## FOREO Launches LUNA™ 2 for MEN: The Next Generation of Grooming and Skincare

Stockholm, November 2015: Swedish beauty brand [FOREO](#), has achieved global success with their award-winning [LUNA™ for MEN](#) Pre-Shaving & Skincare device since its launch in 2013, proudly announce the release of their second-generation grooming tool, **LUNA™ 2 for MEN**. The young and innovative brand's next milestone in men's skincare marks an evolution of their revolutionary technologies, further enhancing and improving the male grooming ritual. With six new areas of innovation, the new LUNA™ 2 for MEN brings forth better results without compromising on time and ease of use. The ultimate tool for the smoothest shave ever experienced. Available at [foreo.com](#) from January 2016.

FOREO has integrated a more powerful T-Sonic™ cleansing system into its newly optimized design of the entire LUNA 2 series for a more powerful cleansing, lifting away 99.5% of dirt and oil (based on clinical trials). Providing the ultimate grooming ritual, using the new LUNA™ 2 for MEN for just one minute leaves skin prepped for a closer, smoother, more comfortable shave. Skin is exfoliated and conditioned reducing razor burn and doubling the life of razor blades. The anti-aging mode of the LUNA™ 2 for MEN helps to firm skin and reduces the visibility of fine lines and wrinkles. What's more, the ultra-hygienic silicone design is quick drying and nonporous to prevent bacteria buildup for a cleanse that is 35X more hygienic than that with nylon-bristled brushes.



Incorporating six new areas of innovation, the LUNA™ 2 for MEN marks FOREO's next step towards offering skincare solutions that are completely tailored to meet the specific needs of men's skin.

FOREO's LUNA™ 2 for MEN offers six new areas of innovation in its newly optimized design:

1. **50% Bigger Brush Head\*** enabling more efficient cleansing in the same amount of time.
2. **26% Longer Touch-Points\*** allowing for more flexibility, extending their reach to among all facial contours to deeply cleanse pores.
3. **2X More Powerful Motor\* + 12 Adjustable Pulsations Intensities** for an **Enhanced T-Sonic™ Cleansing and Anti-Aging System** means the LUNA™ 2 for MEN's 8,000 T-Sonic™ pulsations per minute dislodge more dirt and oil from the pores while its lower-frequency pulsations provide a more effective anti-aging experience facilitating the absorption of desired serums, creams and lotions.
4. **36% Thicker Silicone Body\*** means the LUNA™ 2 for MEN is plusher, smoother and softer, making it easier to grip and use while also dampening the noise of the motor for a more relaxing grooming experience.
5. **Flexible Brush Head** that curves and flexes against the skin to allow the touch-points to reach every contour and angle of the face, ensuring no area is left un-cleansed.
6. **Brush Head Tailored to Men's Skin** – designed with thicker touch-points to channel T-Sonic™ pulsations more directly in to the skin for a stronger cleansing to prep the skin for a closer, smoother, more comfortable shave.

\*Compared to the design of the LUNA™ for MEN.

"This new launch marks not only technology-related improvements to offer more advanced devices, but an expansion of our range with improved grooming solutions for men," says Paul Peros, CEO of FOREO. "We have completely optimized the design of the LUNA™ 2 for MEN for an even deeper cleanse to take care of everything a man's skin requires. We're excited to be adding to our men's skincare category and of course, to be able to offer our customer a new and improved customized design".

The LUNA™ 2 for MEN is 100% waterproof and one full charge lasts for seven months when used twice-a-day. Requiring no replacement brush heads, the LUNA™ 2 for MEN boasts exceptional value and comes with a two-year Limited Warranty and 10-Year Guarantee. The LUNA™ 2 for MEN is available at [foreo.com](#).

---

MEDIA INQUIRIES: [pr@foreo.com](mailto:pr@foreo.com)

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.