

FOREO

FOREO Launches LUNA™ mini 2: A Big Step Forward for the Small & Mighty Cleansing Device!

Swedish beauty brand FOREO, who has achieved global success with its award-winning LUNA™ skincare range since its launch in 2013, announces the release of second-generation LUNA™ mini 2 devices. The young and innovative brand's next milestone in skincare marks an evolution of its revolutionary technologies, further enhancing and improving the "skin-cleansing experience". With a totally optimized design, the new LUNA™ mini 2 devices will allow avid LUNA™ mini fans to experience an even deeper yet gentle cleanse that is still compact and travel-friendly. Incorporating several new areas of innovation, the LUNA™ mini 2 marks FOREO's next step forward, offering a superior cleansing experience within the same smart and stylish device.

The LUNA™ mini 2 has updated its design for deeper more efficient cleansing while offering all the benefits of the original LUNA™ mini. Its T-Sonic™ cleanse will remove 99.5% of dirt and oil (based on clinical trials) plus makeup residue. Dead skin cells are also cleared away, enhancing the absorption of skincare products and also diminishing the appearance of pores to refine skin texture. What's more, the ultra-hygienic silicone design is quick drying and nonporous to prevent bacteria buildup. The device is 35X more hygienic than nylon-bristled brushes.



"This new launch marks not only technology-related improvements to offer more advanced devices, but an expansion of our range with improved beauty solutions for travellers," says Paul Peros, CEO of FOREO. "We've taken into consideration that even when jet-setting, our customers want a superior and more efficient cleanse, perhaps even more so than usual! Travelling is when your skin is subject to different, maybe even harsher environments, and that's when you'll want access to a convenient, yet powerful cleanse. I'm proud to say with the LUNA™ mini 2, we've achieved all that and more!"

6 new reasons to love FOREO's LUNA™ mini 2 newly optimized design:

1. **50% Bigger Brush Head*** enables more efficient cleansing in the same amount of time.
2. **26% Longer Touch-Points*** allow for more flexibility when making contact with the skin, extending their reach to all facial contours to deeply cleanse pores.
3. **2X More Powerful Motor*** for an **Enhanced T-Sonic™ Cleansing System** means the LUNA™ mini 2's 8,000 T-Sonic™ pulsations per minute dislodge more impurities from the pores.
4. **8 Adjustable Pulsation Intensities** for personalized cleansing based on your comfort preferences – slow down for a gentle more relaxed cleanse or speed up for a powerful and deep clean.
5. **36% Thicker Silicone Body*** means the LUNA™ mini 2 is plusher, smoother and softer, making it a delight to hold and use while also dampening the noise of the motor for a more relaxing skincare ritual.
6. **Even More Travel-Friendly**, now with lockable controls for absolutely safety when travelling.

*Compared to the design of the LUNA™ mini.

The LUNA™ mini 2 is 100% waterproof with 1 full charge lasting for 5 months when the device is used twice a day. Requiring no replacement brush heads, the LUNA™ mini 2 boasts exceptional value and comes with a 2-Year Limited Warranty and 10-Year Guarantee.

The LUNA™ mini 2 will be available for \$139 at foreo.com and Sephora from January 2016 in the following colors: Aquamarine, Fuchsia, Midnight, Pearl Pink and Sunflower Yellow.

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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.