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### WE BELIEVE CONFIDENCE MAKES LIFE MORE VIBRANT

Our mission is to brighten your life. The way you feel has a profound impact on how you approach the world and on your well-being. For that reason, we strive to promote self-confidence.

Everything we do is designed to give you that extra dash in your step when you walk out the door. When you feel good, you look good. Our mission is complete.

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### WE ARE PIONEERS

We are built on the firm belief that creative destruction, not iterative improvements, moves the world forward. FOREO sees improvement as a bar too low. Our consumers want something revolutionary.

Using technology, research, and forward-focused insights, FOREO creates visionary solutions, setting the new benchmark. Bringing together world-class experts with product designers and engineers at the FOREO Institute, we challenge and question how we can change existing standards in the pursuit of making people's lives better.

For us, success is only defined by groundbreaking function and form.

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### OUR ORIGIN

FOREO was founded in 2013, specializing in beauty and well-being solutions.

The LUNA™, our award-winning flagship product, is a silicone skincare device that channels pulsations at varying intensity for facial cleansing and anti-aging benefits. In 2014, we launched our dental beauty device, the ISSA™, followed by its accessories, the ISSA Hybrid Brush Head and ISSA Tongue Cleaner. Now for 2016, FOREO proudly introduces the IRIS™ Illuminating Eye Massager.

Though our products are designed in Sweden, our success in developing solutions that transcend cultures has led to a rapid worldwide expansion. FOREO is present in over 35 countries, sold at foreo.com, and available at premium retailers, such as Sephora, Harvey Nichols, Neiman Marcus, and Barneys New York.

And this is just the beginning.



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## 5 REASONS PEOPLE ARE TALKING ABOUT OUR SKINCARE SOLUTIONS

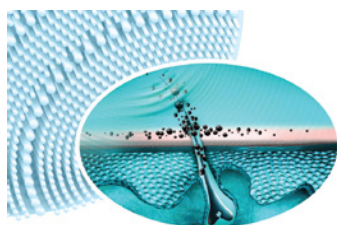
FOREO's premium range of LUNA skincare devices have taken the beauty world by storm with an exciting new way to care for your skin. Beginning with the first generation LUNA in 2013, the brushes have since evolved into the more advanced LUNA 2 range. Offering a gentle, tailored skin cleansing experience, use with your favorite skincare products and enjoy an instantly radiant, brighter complexion.

Here, five key innovations among our entire LUNA range that ensure you're receiving the best skincare experience wherever you are.

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With a sleek, smart design that puts it head and shoulders above other skincare devices and facial brushes, FOREO's LUNA skincare solutions **look different and work differently** too.



T-Sonic™ (transdermal sonic) **pulsations** refer to the up to 8,000 pulses per minute that are channeled through the silicone brush across the dermal layer of the skin. These pulsations gently drive away dead skin cells and makeup residue, as well as 99.5% of dirt and oil\*, improving the absorption of skincare products, as well as condition men's skin for a closer, smoother shave.

Available on the LUNA 2, the anti-aging side of the device directs lower-frequency pulsations that, when applied to wrinkle-prone areas after the application of a skincare regimen, helps reduce the visibility of fine lines and wrinkles.



**Silicone touch-points** offer another unique breakthrough in the world of skincare, promising deeper and gentler cleansing when combined with T-Sonic pulsations. Softer, smoother, and far less abrasive than bristled brushes, they are also up to 35X more hygienic\* resisting the buildup of bacteria.

*\* Based on clinical trials, results on file.*



**100% convenience** is offered with a waterproof design that can be used in the bath or shower, plus every LUNA device offers a minimum of 300 uses per full charge. Fitting easily into your morning and evening routines, they also require no replacement brush heads.

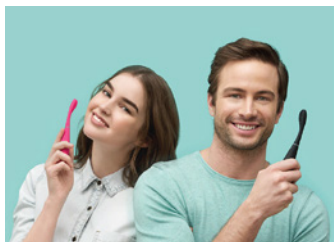


**Total peace of mind** comes from the knowledge that every LUNA device has been designed in Sweden and developed with leading dermatologists and estheticians. Assembled to the most exacting manufacturing standards, each model comes supported by a 2-Year Limited Warranty and 10-Year Quality Guarantee.

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## 4 WAYS THE ISSA REVOLUTIONIZES DENTAL CARE

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Introducing a new way to care for your smile, FOREO's range of dental beauty devices is here to revolutionize the oral care industry. The ISSA compares to no other toothbrush, offering a smarter, gentler, and more effective way to care for your entire mouth.

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Initially developed for clinical use, the ISSA is a revolutionary toothbrush specially designed to care for your smile. Integrating **new function, new material, and new form** into its design, FOREO's latest device ensures that every time you brush, you are left with white teeth, a healthy mouth, and a confident smile.



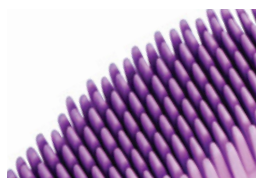
The world's first electric toothbrush with **silicone bristles**, the ISSA's **Sonic Pulse Technology** channels high-intensity pulsations through its unique brush head for effective cleaning and stain removal. By utilizing silicone's natural properties, the ISSA generates stronger friction to effectively remove plaque, preventing cavities and tartar buildup. Meanwhile, the unique brush design offers 3D flexibility to reach every crevice in the mouth, while offering a comfortable gum massage.



Created with your busy lifestyle in mind, the ISSA's user-friendly design is the **ultimate expression of convenience**. Perfect for travel, the ISSA requires no charging dock, has a lightweight and compact form and its integrated battery lasts up to 365 uses per charge. The ISSA also offers exceptional value with a 2-Year Limited Warranty, 10-Year Quality Guarantee, and brush heads that only need to be replaced every 6 or 12 months.



Traditional Nylon Bristles



Soft Silicone Bristles

The **ultra-hygienic, soft silicone bristles** are gentle on tooth enamel and gums, making it perfect for those with sensitivity, while helping to prevent gum recession. Easy to clean and sterilize, the ISSA is a far more hygienic solution than anything else on the market. Unlike toothbrushes with nylon bristles, the silicone design is quick-drying and nonporous, making it resistant to mold, yeast, and up to 10,000X less bacteria\*.

*\* Based on clinical trials, results on file.*

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### 3 REASONS WHY FOREO'S IRIS™ IS THE NEXT ANTI-AGING GADGET BREAKTHROUGH

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The IRIS, with its innovative Alternating T-Sonic technology, was specially developed as an answer to the strains the eye contour undergoes to bring every user refreshed, younger-looking eyes.

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Amongst wrinkles and lines, dark circles, and puffiness around the eye area are some of the biggest concerns that trouble women today, which is why FOREO developed the IRIS Illuminating Eye Massager. The next breakthrough in anti-aging gadgets, the IRIS delivers a gentle massage to bring you younger and refreshed-looking eyes.



Drawing inspiration from traditional methods of manual fingertip tapping, the IRIS by FOREO delivers a unique and innovative eye massage through the use of Alternating T-Sonic technology, a unique, gentle tapping movement that is available in two modes. Pure Mode replicates a manual massage for skin that is beginning to show traces of aging, and Spa Mode recreates a professional beauty treatment for skin with more pronounced signs of aging.



Made from nonporous silicone, the IRIS is resistant to bacteria buildup and ergonomically designed to fit perfectly with the shape and skin of the dermal layer around the eye. Both modes of the IRIS smooth away fine lines, wrinkles, crow's feet, under-eye bags, and dark circles, but do so meeting your own specific comfort and gentleness requirements.

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### 3 REASONS WHY FOREO CLEANSERS ARE UNIQUE TO THE SKINCARE MARKET

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Specifically designed to work in tandem with the LUNA devices, FOREO DAY CLEANSER, NIGHT CLEANSER, and CLEANSER for MEN deliver luxurious cleansing facial care with formulas featuring powerful natural ingredients and transforming textures.

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Promoting the first cleansing routine tailored to meet the skin's natural rhythms, FOREO's DAY and NIGHT CLEANSERS are the first on the market **customized to meet the skin's daytime and nighttime needs**. FOREO recognizes that skin needs different care at different times of the day and has developed these cleansers accordingly for every woman's morning and nighttime routines. Meanwhile, the CLEANSER for MEN has been developed to be as easy to use as it is effective with a single day and night formula.



FOREO Cleansers have been specifically designed to be the perfect complement to the LUNA devices. **The T-Sonic Activation of the FOREO Cleansers' formulas bring their transformative textures to life** and stimulate the active ingredients so that they penetrate and infuse deeper into the skin without compromising on gentleness.



The DAY CLEANSER transforms from a creamy yogurt into a lush and airy foam to wake up the skin and the NIGHT CLEANSER transforms from a rich gel into a milky emulsion that cocoons the skin. The CLEANSER for MEN's marine blue gel instantly refreshes before transforming into powerful white cleansing foam.

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## THE LUNA™ RANGE



### LUNA 2 - Total Beauty Care

Currently the flagship of the LUNA range, the LUNA delivers a more radiant and youthful-looking complexion with 2 minutes of use, morning and night. In addition to cleansing, the LUNA also features an Anti-Aging Mode to reduce the visible signs of aging, has 8 speeds for optimal comfort and effectiveness and is available in 4 models tailored to different skin types.



### LUNA mini 2 - Deep, Gentle Cleansing

A stylish little cleansing device with unique silicone touch-points suitable for all skin types, the LUNA mini 2 promises clearer, brighter, and healthier-looking skin in just 3 days. Its deep, yet gentle routine feels like a mini-facial with every use, as pores are cleansed of blemish-causing impurities.



### LUNA 2 for MEN - Ultimate Pre-Shaving Device

Designed specifically for men's skin, this sleek take on the LUNA ensures a closer, smoother shave after 1 minute of use, while driving out the skin's impurities to help prevent razor burn.

A shower-friendly solution that promises a fresher morning look after just 1 use, this device marks a radical step forward in the field of men's skincare.



### LUNA go - Pocket-Sized Device for a Powerful Cleanse

An extra portable – macaroon-sized – version of the LUNA 2. This powerful, rechargeable device provides a cleansing and anti-aging experience offered for 4 skin types – Sensitive, Normal, Combination, and Oily just like the larger, full-size LUNA 2.



### LUNA play - The First Step to Sonic Facial Cleansing

This powerful cleansing tool provides the benefits of clear, healthy skin in an ultra-portable device offering up to 100 uses, easily fitting in a purse or travel kit. The LUNA play is suitable for all skin types and incorporates the LUNA mini 2's pulsation technology. For the first time, FOREO LUNA technology is offered in a trial-friendly option.

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## THE CLEANSER RANGE



### DAY CLEANSER - Awakening Radiance Yogurt

Starting as a creamy yogurt, this cleanser brings a daily indulgence to savor every morning. When used with a LUNA device, it will transform into a luxuriously lush foam. Bursting with the essence of bergamot, mandarin, and apricot fruit extracts, it instantly refreshes as it cleanses the skin.



### NIGHT CLEANSER - Celestial Melting Gel

Beginning as a silken gel, this cleanser melts into velvety milk when activated by a LUNA device. It is fused with the power of meteorite and ultra-fine particles for gentle deep cleansing that removes impurities, makeup, and pollutants with precision.



### CLEANSER for MEN - Daily Revitalizing Gel

Transforming from a marine blue gel into a white foam when used with the LUNA for MEN, this powerful deep cleanser derives its strength from hydrothermal minerals to drive away impurities and excess sebum while detoxifying the skin of daily pollutants. Rich in nutrients, it also nourishes and reinforces the skin.



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## THE ISSA™ RANGE



### ISSA - Complete Care for Your Smile

With an 8-speed interface, the ISSA allows you to completely customize the frequency of pulsations to suit every sensitivity and comfort requirement. An ergonomic handle and flexible brush head helps the bristles mold to the teeth so more surface area is cleaned, allowing you to access even the most difficult-to-reach crevices.



### ISSA Hybrid - The Best of Both Worlds

Specifically engineered so outer soft gentle silicone bristles cover the gum area and inner PBT polymer bristles brush the surface of the teeth, the ISSA Hybrid Brush Head comes as an accessory option to purchase alongside the flagship ISSA device. This unique cross-design massages and gently cleans the gums while delivering more vigorous cleaning of the teeth. The ISSA Hybrid comes in every ISSA range color to match ISSA and ISSA mini device bodies.



### ISSA mini - Easy & Fun Brushing

The vibrant colors and fun design of the ISSA mini makes this lightweight, smaller-sized device perfect for children and adults who prefer smaller brush heads. It's 2-speed function and extra gentleness is fit for even the most sensitive teeth and gums, plus it has the added addition of the Smile Helpers. Parents can monitor their children's brushing habits with this 12-hour indicator, while kids enjoy an easy and fun brushing routine.



### ISSA mikro - A First for Baby Oral Care

This addition to the line is the first power toothbrush made completely from silicone for the youngest brushers, from the ages of zero to four years old. Specifically tailored to small children, the ISSA mikro has been developed to bring innovation, enjoyment, and oral health to their brushing routines via two modes: brushing and massage.



### ISSA Tongue Cleaner - Fresher Breath & a Healthier Mouth

Featuring nonporous, bacteria-resistant silicone and a unique curved design, the ISSA Tongue Cleaner comes as an accessory option to purchase alongside the flagship ISSA device. Designed to match the shape of the tongue, it collects bacteria buildup from the deep "V" gap resulting in fresher breath and an overall healthier mouth. The ISSA Tongue Cleaner comes in 4 colors that fit on all ISSA and ISSA mini device bodies.

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## THE IRIS™



### IRIS - Illuminating Eye Massager

A unique technology inspired by fingertip eye tapping, the IRIS has two modes; Pure Mode replicates the feeling of a manual massage that is very gentle, and Spa Mode recreates a professional beauty treatment combining tapping and pulsations. Designed to suit the needs and comfort requirements of all women to smooth away the visible signs of aging and fatigue and rejuvenate the appearance of the eye contour.