

For immediate release

Korean Mask Experts Meet Swedish Beauty Technology



-Turning a 20-minute treatment into a 90-second treat -

Stockholm, Sweden: Swedish beauty giant [FOREO](#) has just announced the retail launch of the world's first smart mask device, the [UFO \(Ur Future Obsession\)](#), which is now available in leading retailers the world over.

Taking Korean mask experts and combining this with the best of Swedish beauty technology, this newest smart masking beauty-tech device was unveiled in [January at CES](#) in Las Vegas. From the hype, it was clear that with the start of 2018 - the beauty industry and use of sheet masks, would never be the same again.

Fast forward to April 2018 and the UFO has just launched onto retail platforms across the world allowing all beauty buffs to experience a spa-level facial, at home, using their very own UFO, in only 90 seconds.

Note: All media inquiries can be directed to pr@foreo.com

Sweden-based FOREO aims to empower you to brighten your life, by offering a new standard of beauty and wellbeing solutions to a wider audience than ever before. Our approach is a bold one: we don't just improve existing designs; we tear them down completely and restart from the ground up - ensuring the best solutions are not reserved for the wealthy few. That's also why we're called FOREO, short for "For Every One." We create groundbreaking, accessible solutions that bring happiness and benefit to everyday lives, at a fraction of the cost of professional treatments. We're here to promote self-confidence: when you feel good, you look good - and our mission is complete.



The device is compatible with seven FOREO UFO activated sheet masks, including a day (Make My Day) and night (Call It A Night) mask, perfect for implementing this treatment into an everyday beauty regime. Secondly, the newly launched five additional masks as part of the ‘**Skin Rehab**’ mask collection including *Youth Junkie*, *Shimmer Freak*, *H2Overdose*, *Matte Maniac* and *Glow Addict*, will ensure there is a smart mask treatment for every skin type. The UFO is designed to advance the benefits of these masks, creating a union of cutting-edge technology and nurturing natural ingredients.

All **UFO Smart Masks** are created in Korea, the epicentre of the high-quality skincare and sheet mask beauty industry, and made from soft micro-fiber material. Each formula is crafted precisely and infused with the purest ingredients to include all the goodness for the skin, none of the bad including **parabens**, **phenoxyethanol**, **silicones**, **disodium EDTA** and **mineral oil** - all found in most sheet masks on the market.

From early adopters and the world’s first testers of UFO, the feedback from the experience is that the masks are ‘**addictively luxurious**, **soothing** and **so easy to use**’. A claim many notable beauty influencers and top reviewers agree with including [Huda Beauty](#), [iJustine](#) and [Engadget](#).

The FOREO UFO combines six different technologies to create the at-home spa-facial and eradicate the need for traditional slimy sheet masks that keep you sitting still for 20 minutes at a time to complete. **Hyper-infusion technology**, **T-Sonic™ pulsations**, **cryotherapy** and **LED light therapy treatments (blue, green and red)** are the components that make the UFO magical. Each treatment incorporates a carefully chosen combination of temperature and pulsation intensity, evenly distributing a custom sheet mask essence across every area of the face, while allowing active ingredients to

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penetrate more deeply for superior results. The device is pre-programmed with each of the UFO activated sheet masks for easy use.

When the device is turned on, the 90 second routine is simple and addictive, with each user gliding the device effortlessly across the face and enjoying the heating, cooling and pulsating technologies that bring out the nourishing qualities, deep pore stimulations and aromas of the chosen mask.



Further fitting the UFO seamlessly into everyday life is that it can be paired with the **FOREO app** (available for iOS and Android) allowing the device to work hand in hand with **UFO Activated Masks**. After four years of extensive research and testing, each smart mask formula is paired with a unique pre-programmed UFO treatment routine. The device together with the UFO activated masks works like an orchestra. Sheet masks in general would be compared to a single tune playing, but the UFO enables an entire symphony to play.

Filip Sedic, CEO of FOREO insists the UFO and UFO activated smart masks are more than just an evolution of the traditional sheet mask, but this new innovation and technology will do much more than radiate complexions around the world; “By launching the UFO, we have once again pushed the limits of the beauty industry and set up a very high benchmark. We’re taking the latest professional beauty technologies available - treatments that can cost thousands of dollars - and incorporating them into one UFO

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device to unleash the full potential of our face mask and give beauty enthusiasts a luxurious and sensual sheet mask experience in the comfort of their home,” says Peros.

“We are giving women their time back, eradicating the need for expensive spa treatments, offering everyday convenience and ease through the app enabled functions and essentially, bringing a top beauty regime and results to an easy, at-home, luxurious experience for everyone,” adds Paul.

FOREO has just announced the process of starting collaborations with many other big global brands is now underway, this giving consumers the chance to use their UFO alongside their favourite sheet mask brand in the future.

The UFO is set to retail at 279 USD while the UFO mini, and entry level design, will retail at 179 USD. Consumers can now order theirs at foreo.com/ufo

ENDS

For further media information and to download product information, assets, images and how to videos, please visit www.foreo.com/ufomedia or contact us at pr@foreo.com. For media samples, please contact pr@foreo.com.

NOTES TO EDITORS:-

Key Product Points of the UFO:-

- 90 sec. treatment vs. 20 min for traditional sheet masks
- Hyper – Infusion Technology: Heating, cooling & T-sonic pulsations
- LED Light Therapy: Red, Green & Blue LED
 - RED LED: Erases signs of aging & stimulates collagen production
 - GREEN LED: Brightens a dull complexion and evens skin tone
 - BLUE LED: Kills acne-causing bacteria & stimulates blood circulation
- Each UFO-Activated Mask has a unique treatment routine
- APP Controlled: Smart mask treatment
- USB-rechargeable & 100% waterproof with 2-year warranty

How to Use:-

1. Download the FOREO app here: [Android](#) or [Apple](#)
2. Press and hold the ON/OFF button for 3 seconds to pair UFO with our FOREO app. Full white light appears when UFO is paired.
3. Follow instructions to clip mask in place and scan the mask barcode. The corresponding treatment will automatically sync to your UFO device.

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4. Gently glide UFO across clean, dry skin and massage the formula in using circular motions until the device turns off, indicating the end of your treatment.
5. Use your fingers to gently pat any remaining essence into your skin, until it is fully absorbed. Follow with your favorite moisturizer.
6. Dispose of the mask and rinse UFO under running water.

Quick-Start mode:

Given the gradual release of the UFO app across many markets and languages, the first 500,000 UFOs also include a special Quick-Start mode so you can get started right away, if the app is not available in your language!

Clip your UFO mask into place. One short press automatically activates the Wake Up Call Treatment. A second press activates the Call It a Night Treatment depending on the mask you choose. Enjoy!

Global Prices:-

- UFO: 249 GBP / 279 EUR / 279 USD
- UFO mini: 159 GBP / 179 EUR / 179 USD

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