Beat: Technology

TIKTOK CELEBRITY MOM, SHERI NICOLE, Partners With FOREO

TO LAUNCH NEW MICROCURRENT TOOL

PARIS - LAS VEGAS, 24.09.2020, 10:47 Time

USPA NEWS - Swedish powerhouse FOREO joins forces with TikTok's most trendy mom, Sheri Nicole, to announce the launch of its new microcurrent devices, BEARâ„¢ and BEAR miniâ„¢ and kick off the #FaceUrStrength movement that inspires everyone to hone in on their unfiltered individuality.

The campaign focuses on empowerment and the importance of kindness through personal storytelling on the headline-making and creative-centric platform, TikTok. Sheri Nicole will show her 11 million fans how to stimulate our facial muscles, not just for contouring, but for strengthening the muscles that enable her to create those highly-anticipated viral TikTok videos.

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FOREO is also engaging additional TikTok stars to ignite the #FaceUrStrength movement to show the world "that face that makes you, you." Creators such as Montana Tucker, Amani Alzubi, Sydney Di Cola, Israel Maldonado, JC Domdowski, and Anton are just a few amongst the many that will showcase their fresh faced-self while hosting a giveaway for their followers with a chance to win a BEAR on FOREO's TikTok channel.

"We at FOREO have designed this product range that couldn't have come at a better time where conscious consumers are taking skincare into their own hands," says Beki Hoxha, FOREO General Manager of Americas. "The power and portability of BEAR and BEAR mini are undeniable but even greater than that is our underlying brand purpose to empower men and women of all ages and skin types to share their unique experiences. It's not about selling products but teaching and highlighting these relatable stories, making genuine connections, and promoting individuality," said Hoxha.

The BEAR is the world's safest microcurrent device featuring the Anti-Shock Systemâ„¢, an integrated system that offers maximum safety and comfort, consistently during every use. With a combination of microcurrent and T-sonicâ„¢ pulsations, the BEAR and the BEAR mini tones the skin for a more youthful and contoured complexion. The stimulating microcurrents help to build collagen, repair elastin, and tightens and tones via electrical currents that mimic the body's own natural regenerative process. FOREO's signature T-sonic pulsations exercise more than 65 muscles in the face and neck while also relaxing the facial muscle tension points, and smooths the appearance of fine lines and wrinkles.

Winner of O Magazine's Beauty O-Wards, BEAR, has five intensities of microcurrent, suitable for the entire face and targeted contouring, while the BEAR mini has three levels and aims for areas such as the under eyes, eyebrows, and smile lines. Users have the option to follow full facial or targeted routines via the FOREO For You App.

- BEAR TECHNOLOGY:

* ANTI-SHOCK SYSTEM
The BEAR's innovative Anti-Shock Systemâ„¢ uses ultra-smart sensors to scan and measure your skin's resistance to electricity at a rate of 100x per second. It then automatically adjusts the microcurrent in just two microseconds to best suit your skin.

* MICROCURRENT FACIAL TONING
Microcurrent is a safe and painless way to tone skin and define facial features. Microcurrent emits a low-voltage of electrical currents that mirror your own body's electrical currents on a cellular level to help refine and contour the skin.

Like a facial workout, the BEAR range uses two microcurrent spheres that channel energy directly into the skin. The medium-sized surface area of the spheres treats larger areas while also targeting each fine line with precision care, at the same time.

- HOW TO USE:

* STEP 1: Download the FOREO For You app for Android or Apple
* STEP 2: Connect the app via Bluetooth and press the universal button to unlock and register your BEAR device for first-time use.
* STEP 3: Apply SERUM SERUM SERUM or conductive primer to your skin and massage until fully absorbed.
* STEP 4: Select preferred routine and microcurrent intensity via the app or manually with the universal button then glide BEAR across your skin.

The BEAR comes in the classic FOREO Fuschia color whereas BEAR mini is available in Pearl Pink and Lavender. Both BEAR and BEAR mini received FDA and Health Canada clearance. BEAR retails for $299 USD / $399 CAD, and BEAR mini at $199 USD / $259 CAD, available on FOREO.com as well as Sephora.com. Will be available on ShoppersDrugMart.ca on September 28 and ULTA.com on October 11.

Source: FOREO

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Article online:
https://www.uspa24.com/bericht-17580/tiktok-celebrity-mom-sheri-nicole-partners-with-foreo.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists-Director)

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Official Federal Reg. No. 7442619