

fabfitfun x FOREO

WRAP-UP REPORT

summer & post-summer 2018

The FabFitFun and FOREO partnership was a great success! There was a tremendous amount of engagement resulting in over 303 million impressions.

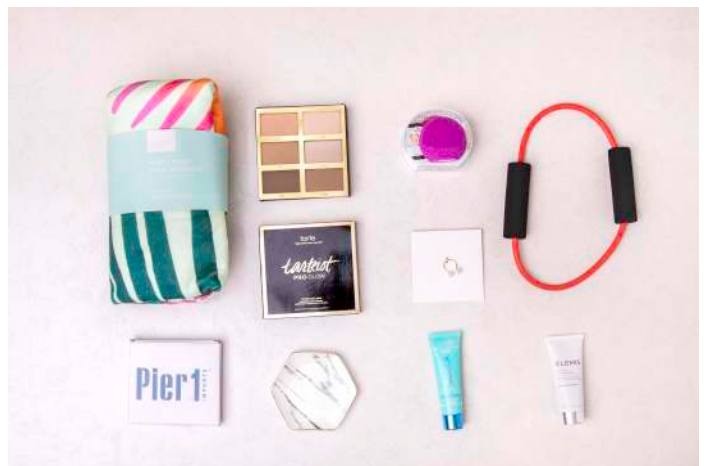
PROMO	IMPRESSIONS	# OF	TOTAL
FFF Facebook	676,895	6	4,061,370
FFF Twitter	143,438	5	717,190
FFF Instagram	602,685	9	5,424,165
Spoiler Email	2,216,105	1	2,216,105
FFF Newsletter Reveal - Summer	2,117,297	1	2,117,297
FFF Newsletter Reveal - Post Summer	161,137	1	161,137
Additional Emails	1,813,544	4	7,254,176
Newsletter Digest/Insider on FFF.com	3,286,415	5	16,432,075
Boxes - Summer	950,000	n/a	950,000
Boxes - Post Summer	50,000	n/a	50,000
Media	98,927,751	n/a	98,927,751
Influencers	165,000,000	n/a	165,000,000

**GROSS
IMPRESSIONS
303,311,266**

FOREO was featured in FabFitFun's SUMMER & POST-SUMMER 2018 BOXES. The LUNA fofo was sent out to 1MM SUBSCRIBERS and the campaign received over 303 million gross impressions.

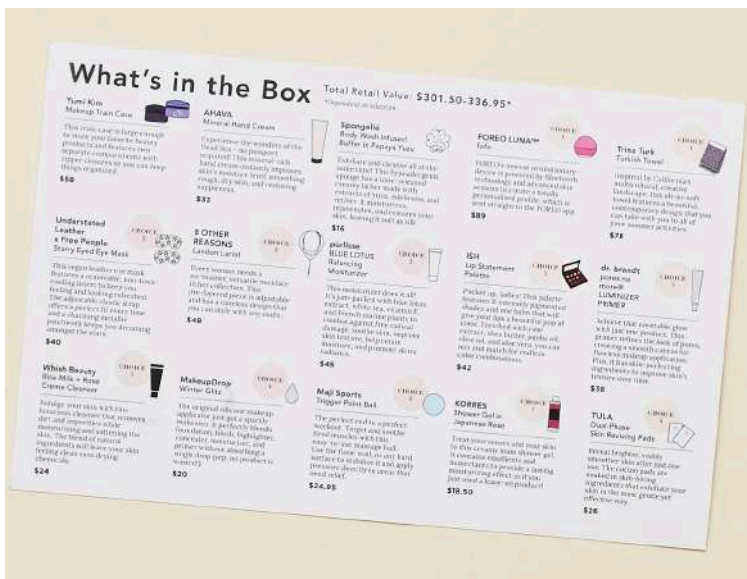
box partnership - summer 2018

Product included in curated box.



box partnership - post summer 2018

Product included in curated box.



box partnership: magazine

Product details and photo featured in seasonal magazine insert.



The **FOFO LUNA™** Fofo is a smart skin care device that combines science and technology to analyze skin and create a personalized skin routine that's unique to your skin.

Tip your device to activate the LED light therapy. The device will analyze your skin and create a personalized skin routine that's unique to your skin.

THE DEVICE

- **Smartest technology:** Analyzes skin tone, pore size, and skin hydration levels.
- **Wide of skin-type options:** It's quick-drying and non-irritating, which prevents bacteria buildup.
- **T-Track pulsation:** 1,000 pulsations per minute for deep skin effective cleansing.

THE APP

Use the app to get the most out of your device. The app will analyze your skin and create a personalized skin routine that's unique to your skin.

HOW TO USE IT

1. Remove all face makeup, wash your face, and apply your skin care to the **FOFO LUNA™**. Then, the device will analyze your skin for 2 seconds.
2. Choose the correct pulsation or your skin type. The device will analyze your skin for 2 seconds.
3. Let the **LUNA™** analyze your skin. It will pulse to tell you when to move onto the next step.
4. Once analysis is done, then continue with your skin care routine.
5. Thank **LUNA™** for the **FOFO** app!

LUNA™ FOFO TIPS

TIP 1
As with any new product you need to use, it's best to start slow. Start by using it 1-2 times a week and gradually increase usage depending on how your skin reacts.

TIP 2
Keep it clean! The **LUNA™** Fofo needs to be kept clean to keep the device in top shape.

TIP 3
Avoid using the **FOFO** with any facial acids. Using it with acids can damage the skin's protective barrier.

TIP 4
We recommend using **LUNA™** Fofo 1-2 times a week morning and evening.



OH! THE PLACES YOU'LL GO

Grab your beach bag, your passport, or your after-sunbather. You're about to spend your summer months all over the place! Here are a few ways to make sure the season ticks — without targetting the goodies you discovered in your box.

HEAD TO THE BEACH
There's nothing you love on a beach more than a good tan. But you need to protect your skin from the sun's rays. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

REUNION WITH FRIENDS
You've always loved to hang out with your friends. Now, you can enjoy the summer with your friends. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

BACKYARD BARBECUE
There's nothing you love more than a good barbecue. Now, you can enjoy the summer with your friends. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

HIT THE ROAD
There's nothing you love more than a good road trip. Now, you can enjoy the summer with your friends. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

TAKE A HIKE
There's nothing you love more than a good hike. Now, you can enjoy the summer with your friends. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

COOLA'S EXPERT SUN TIPS

There's nothing like a bright and sunny day to show a loved one your tropical vacation plans. Check out **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

USE ORGANIC SKIN CARE INGREDIENTS
Your skin is the most important part of you. Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

APPLY YOUR SUNSCREEN AFTER YOUR MOISTURIZER AND BEFORE YOUR MAKEUP
Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

DISINTEGRATE EXTRA IMPORTANT FOR ACNE-PRONE SKIN
Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

REMEMBER TO REAPPLY
Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

KEEP YOUR SKIN CARE ROUTINE SIMPLE
Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.

KEEP YOUR SKIN CARE ROUTINE SIMPLE
Use **COOLA'S** **SPF 30** **SUNSCREEN** to keep your skin protected from the sun's rays.



- Spoiler email sent prior to box reveal.
- Features information and photos of FOREO sent to entire FabFitFun email list.

Box exclusive! View in your browser


fabfitfun GET THE BOX

EXCLUSIVE ALERT

INTRODUCING THE

FOREO LUNA™ FOFO

IN EVERY SUMMER BOX, \$89 VALUE



EXCLUSIVE LAUNCH

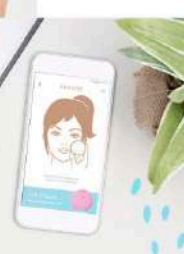
(Color may vary)

Ready for a Summer Box exclusive?
We're the first to launch the FOREO LUNA™ fofo with new advanced skin care technology.

GET THE BOX

TECHNOLOGY
Using advanced sensors and Bluetooth, the FOREO LUNA™ fofo analyzes skin conditions and moisture levels in each facial zone.

CUSTOMIZED
Your personalized skin analysis automatically syncs to the new FOREO app, creating a customized cleansing routine.



GET THE BOX

Subscribe to happy. Delivering the season's best straight to your doorstep.



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Box exclusive! View in your browser

fabfitfun

SUMMER IS HERE

8 PRODUCTS FOR ONLY \$49.99*

Come back and get our Summer Box, valued at over \$200.

REACTIVATE ME



FOREO LUNA™ FOFO
FFF EXCLUSIVE LAUNCH!
COLOR WILL VARY
\$89 Value



COOLA
Face Sport SPF 50
White Tea Moisturizer
\$32 Value



PIER 1 IMPORTS
Marble Ring Dish
\$14.99 Value

AFTER YOU REACTIVATE, UPGRADE TO A SELECT MEMBERSHIP TO CHOOSE YOUR TARTE PRODUCT, OR IT'LL BE A SURPRISE.



TARTE TARTEIST™
PRO go palette & sex kitten liquid liner
\$43 Value

OR



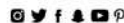
TARTE TARTEIST™
PRO glow highlight & contour palette
\$45 Value

REACTIVATE ME

ADD-ONS ARE OPEN
Members can shop 100+ items between 30%-70% off until May 18, come back today so you don't miss out!

*When you reactivate you will be charged \$49.99 for your Summer Box. You will be enrolled in a seasonal subscription and will be charged \$49.99 per season. Shipping fees to Canada, Puerto Rico, AK, and HI may apply.

Subscribe to happy. Delivering the season's best straight to your doorstep.



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reveal - summer 2018

- Reveal email promoting the FabFitFun summer box linking to the Insider reveal post on FabFitFun.com.
- Dedicated Insider product reveal post featuring FOREO.

HURRY! FEW BOXES LEFT

REVEALED

SUMMER BOX

20% OFF
Your First Box
use promo code: **SUNTAN**

Enjoy 8 full size products valued at \$200+ for only \$39.99!*

GET THE BOX





FOREO
LUNA™ fofo
FFF Exclusive Launch
(Color will vary)
\$89 Value



COOLA
Face Sport SPF 50
White Tea Moisturizer
\$32 Value



PIER 1
Marble Ring Dish
\$14.99 Value

 Customization #1



SUMMER & ROSE
Beach Towel in
Pineapple or Palm
\$55 Value



YUMI KIM
Makeup Train Case
in Navy or Floral
\$58 Value

 Customization #2



JABONERÍA MARIANELLA
Hawaiian Black
Lava Body Caviar
\$48 Value



ERTH
TU YO
Ring
\$55 Value



AROMATHERAPY ASSOCIATES
De-Stress Muscle Gel
\$39 Value

Want more choices?
Select the **ANNUAL** plan at checkout to choose what you want from the items below. Otherwise we'll surprise you!

 Customization #3



TARTE
tarteist™ PRO go
palette and sex kitten
liquid liner
\$43 Value



TARTE
tarteist™ PRO glow
highlight & contour
palette
\$45 Value

 Customization #4



MINOR HISTORY
Post Script Wallet
\$20 Value



VASANTI
Brighten Up!
Enzymatic Face
Rejuvenator
\$29 Value



MAJI SPORTS
Loop Resistance Band
\$15 Value

 Customization #5



ELEMIS
Papaya
Enzyme Peel
\$45 Value



ORLANDO PITA PLAY™
Atmos-Shield® Hair
Protectant Treatment Spray
\$24 Value

reveal - post-summer 2018

- Reveal email promoting the FabFitFun summer box linking to the Insider reveal post on FabFitFun.com.
- Dedicated Insider product reveal post featuring FOREO.

fabfitfun GET THE BOX

INTRODUCING THE NEW

EDITOR'S BOX

So many choices, so little time. This box won't be around for long, so join today and start choosing before it all sells out.

GET YOUR BOX

YUMI KIM
Makeup Train Case
\$58 value

SPONGELLE
Body Wash Infused
Buffer in Papaya Juice
\$16 value

ARAVA
Mineral Hand Cream
\$33 value

Customization #1

OR

OR

MAJI SPORTS
Trigger Point Ball
\$24 value

WHISH BEAUTY
Beauty Rice Milk +
Rose Cream Cleanser
\$24 value

MAKEUPDOP
Winter Glitz
\$20 value

Customization #2

OR

OR

PUR-LISSE
BLUE LOTUS
Balancing Moisturizer
\$45 value

FRAS PEOPLE X
UNDERSATED
LEATHER
Starry Eyed Travel
Eye Mask in Mint or Grey
\$40 value

OTHER REASONS
Landon Lariat
\$48 value

Customization #3

OR

ISH
Lip Statement
Palette
\$42 value

DR. BRANDT
pores no more®
LUMINIZER PRIMER
\$38 value

WANT MORE CHOICES?

Select the ANNUAL plan at checkout to choose 2 more of your box products, or they'll be a surprise.

Customization #4

OR

FOREO
LUNA™ 2
(Color may vary)
\$89 value

TRINA TURK
Turkish Towel
\$78 value

Customization #5

OR

KORRES
Shower Gel in
Japanese Blue
\$18 value

TULA
Dual Phase Skin
Refining Pads (3 pack)
\$26 value


GET YOUR BOX

- Additional emails sent out featuring FOREO.

Get the details | View in your browser

fab/fitfun

THE FOREO
APP IS LIVE



Did you get the app yet?
Start syncing your personalized skin profile to the FOREO app.

[GET THE APP](#)

HOW DOES IT WORK?



- Download the app and select your device.
- The LUNA™ fofo sensors analyze skin conditions and moisture levels in each facial zone and syncs them to the app.
- FOREO will formulate a cleansing routine based on your personal skin analysis.

[WATCH NOW](#)

By clicking [GET THE APP](#) you will be directed to the iTunes App Store. For Android devices, click [here](#) to head to Google Play. Terms and conditions apply.


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fab/fitfun

UNBOX YOUR WAY TO MEXICO \$4,200 VALUE



HOW TO ENTER
Tag a photo or video on Instagram, Facebook, Twitter, or YouTube using [@fabfitfun](#) and hashtags [#fabfitfun](#), [#ffgiveaway](#), and [#ExperienceElDorado](#) with your Summer Box products for the chance to win.*

A Trip to El Dorado Spa Resort IN RIVIERA MAYA, MEXICO

- A 5-day/4-night stay at El Dorado Royale, double occupancy
- Airfare for 2 capped at \$500 per ticket

[ENTER HERE](#)

MORE GIVEAWAYS



LET'S GET FOFO REAL

\$396.98 prize pack from FOREO
NO PURCHASE NECESSARY. Additional terms and conditions apply. For official rules, visit the link below.

[ENTER HERE](#)



GLOW, GIRL, GLOW!

\$295 prize pack from tarte
NO PURCHASE NECESSARY. Additional terms and conditions apply. For official rules, visit the link below.

[ENTER HERE](#)

CAN'T GET ENOUGH?
CHECK OUT ALL THE SUMMER GIVEAWAYS

[SEE MORE](#)

*No purchase necessary to enter or win. Sponsored by FabFitFun. All participants must be the age of majority in their state, province, or territory of residence, and must reside in the United States, the District of Columbia, or Canada (Quebec provinces residents not eligible). Void where prohibited. 1 prize will be awarded. Odds of winning depend on the number of eligible entries received. Restrictions may also apply. Additional terms, conditions, and restrictions apply. All entries must be posted prior to July 30, 2018 11:59 p.m. PT. See Official Rules page for complete rules and details.



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THIS OR THAT?

Join today and choose between the innovative FOREO LUNA™ fofo or the huge Trina Turk Turkish Towel. Hurry, because it's all while supplies last.



FOREO LUNA™ fofo

- (color may vary)
\$89 value
- Advanced skin sensors
 - Bluetooth technology
 - Syncs with the FOREO app

OR

Trina Turk Turkish Towel

- \$78 value
- Beautiful summer color
 - Use as home decor or for a day at the beach
 - Made of 100% cotton



[CHOOSE NOW](#)

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additional emails

- Digital Offers email sent out featuring FOREO.

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fahifun

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GET YOUR OFFERS




FOREO
15% off your next FOREO purchase¹




TARTE
\$10 off orders of \$60 or more²



COOLA
30% off sitewide³



NUME
30% off sitewide⁴



YUMI KIM
\$50 off your purchase of \$200 or more⁵

GET YOUR OFFERS ▶

These offers are intended as promotions only and only have promotional value. Additional items, conditions and restrictions may apply to the promotional offers. These offers are not included in the value of your box. The sale of these promotions or use for unauthorized advertising, marketing, sweepstakes or other purposes is strictly prohibited. Each member is solely responsible to purchasers for the care and quality of the advertised goods and services.

¹Offer valid until 8/30/18. For questions contact us at customerservice@foreo.com. No more than 3 products can be purchased at a single time. Purchases over \$0 USD enjoy free shipping, and all beauty-tech 2-year warranty.

²Offer valid until 8/1/18. For questions contact us at www.tartecosmetics.com. Exclusions clearly marked on website.

³Offer valid until 8/1/18. For questions contact us at mybella@coolacolumbian.com.

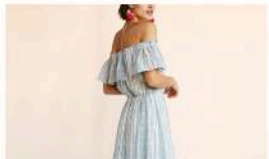
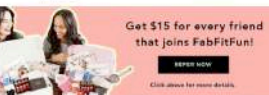
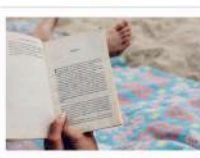
⁴Offer valid until 8/13/18. For questions, contact us at info@numeusa.com. Coupon code cannot be used on sale items and cannot be combined with other offers.

⁵Offer valid until 7/31/18. For questions contact us at customerservice@yumikim.com. Valid on full price merchandise only.

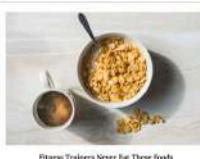
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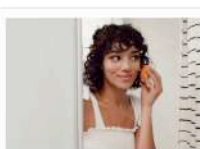
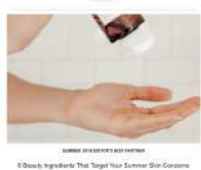
- Weekly digest email sent out.
- Features roundup of articles posted that week.
- All 5 FOREO articles were featured in weekly digest.



SUMMER 2018 BOX PARTNERS



SUMMER 2018 EDITOR'S BOX PARTNERS



Follow the link to explore the season's new arrivals in your device.

Facebook Instagram Twitter YouTube Pinterest

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Follow the link to explore the season's new arrivals in your device.

Facebook Instagram Twitter YouTube Pinterest

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- FOREO was featured in a dedicated product page in our online magazine.

FOREO LUNA™ fofo

By The FabFitFun Team | May 21, 2018



Guess what? You're one of the first to get your hands on FOREO's newest revolutionary device. It's powered by Bluetooth technology and advanced skin sensors to create a totally personalized profile, which is sent straight to the newly-launched FOREO app. **Retail: \$89**

Check out more fab picks from FOREO:



Gift Set



ISSA 2



UFO Smart Mask

Follow FOREO on social!



FOREO is just one of the amazefest goodies in our latest FabFitFun box. For more of our must-have summer finds, [click here!](#)

SHARE THIS ARTICLE



- FOREO was featured in our online magazine. The six articles are shown below:
 - *Why Every Women Needs This Beauty Tech Device*
 - *FOREO Just Launched This Exclusive with FabFitFun*

Why Every Woman Needs This Beauty Tech Device

By Judy Wang | May 14, 2018



SUMMER 2018 BOX PARTNER

This season, FOREO is debuting their new smart technology LUNA™ fofo in the Summer Box and we can't wait for you to feel the cleansing pulsations!

The FOREO LUNA™ fofo (featured in the Summer Box) is a smart skin care device that uses advanced sensors and Bluetooth technology to analyze skin and moisture levels in each zone of the face to create a personalized skin profile that's sent straight to their app.

Yep, your routine is about to get to a whole new level. So read up about this mighty product that's going to change your skin forever.



The device

Skin sensor technology-Measures 1,000 units per second to assess hydration levels - Made of ultra-hygienic silicone-It's quick-drying and non-porous, which prevents bacteria buildup-T-Sonic pulsations-8,000 pulsations per minute for deep and effective cleansing

The app

Fill out the skin profile on the FOREO app! That, combined with the readings from the LUNA™ fofo, will help FOREO formulate the perfect cleansing routine based on your personal skin analysis. Here's how to use it:

1. Remove all your makeup, wet your face, and apply your cleanser onto the LUNA™ fofo. Turn the device on by holding the button for 3 seconds.
2. Cleanse in circular movements on your cheeks and forehead, and glide up and down the nose.
3. Let the LUNA™ fofo guide you! It will pause to tell you when to move onto the next area of your face.
4. Rinse and dry your skin, then continue with your usual skin care routine.
5. Track it all on the FOREO app!

LUNA™ fofo tips

1. As with any new product you add to your skin care routine, take it slow. Start by using it 1-2 times a week and gradually increase usage depending on how your skin reacts.
2. Keep it clean! The LUNA™ fofo works hard to take care of your skin, so return the favor. Rinse with warm water and soap to keep the device in tiptop shape.
3. Avoid using the FOREO with any harsh, grainy cleansers because it can damage the silicone touch points.
4. We recommend using LUNA™ fofo for 1 minute every morning and evening.

xx, The FabFitFun Team

P.S. Psst! Have you signed up for the #FabFitFun box yet? Don't miss out on \$200+ in amazing beauty, fitness, fashion, and lifestyle products every season. Join today!

To get the most out of your box products, make sure to check out the Insider page.

SHARE THIS ARTICLE



FOREO Just Launched This Exclusive With FabFitFun

By Esther Sim | May 8, 2018



SUMMER 2018 BOX PARTNER

Calling all beauty fanatics! We've got some exciting news. Leading beauty brand FOREO is exclusively launching its newest beauty device, the LUNA™ fofo, in the FabFitFun Summer Box along with its new advanced beauty technology.

This intelligent facial cleansing device uses advanced skin sensors and Bluetooth technology to help you put your best skin forward (no gimmicks!). So what are you waiting for? Sign up today if you're not a member yet!

In the meantime, here's everything you need to know about the FOREO LUNA™ fofo.



What is it?

With the knowledge that happy skin is hydrated skin, FOREO set out to create a device that helps you achieve just that. The cleansing device, which is suitable for all skin types, measures your skin's moisture levels and condition to create a customized cleansing solution. Plus, unlike other cleansing devices, the LUNA™ fofo is made of silicone bristles, which are quick-drying and prevent bacteria build-up. FabFitFun subscribers are set to test out LUNA™ fofo before anyone else, with the app going live on June 4 at 6 a.m. ET.

How does it work?

The LUNA™ fofo is equipped with advanced dual sensors, which measure your skin's moisture index. It then sends all of the information to FOREO's app (available in the App Store and Google Play Store) to give you personalized tips. The battery-powered device lasts up to 400 uses and uses 8,000 pulsations per minute to give you a deep, effective cleanse. Read more about using LUNA™ fofo with and without the app here.

What do you think about FOREO's latest tech? Weigh in on the comments below!

xx, The FabFitFun Team

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To get the most out of your box products, make sure to check out the Insider page.

SHARE THIS ARTICLE



• FOREO articles continued below:

- *How to Use the FOREO App*
- *12 Things You Should Always Pack On a Tropical Vacation*

How to Use the FOREO App

By Manika Chang | June 6, 2018



Ready to cleanse your skin like never before? Grab the FOREO LUNA™ fofo (featured in the FabFitFun Summer Box) and download the FOREO app to learn your skin's real age, moisture levels, and more.

Below are step-by-step instructions on how to make the most of your fofo.

FOREO LUNA™ fofo

Now that you have your hands on the FOREO LUNA™ fofo... what next? Download the FOREO app! It syncs with your device to give you a detailed skin profile and a customized cleansing routine.

Step 1: SET UP YOUR SKIN PROFILE
The app will ask you a series of questions to learn more about your skin.

Step 2: SYNC YOUR FOFO TO THE APP
Hold the "ON" button for 3 seconds until it starts blinking. Then give it a couple of seconds to connect to the app.

Step 3: ANALYZE YOUR SKIN
The app will prompt you to analyze each section of your face with the two sensors on the back of your fofo. Afterwards, the app will give you a detailed skin profile including your skin type, your skin's current age, and more. Don't forget to remove makeup and cleanse your face before you analyze.

Step 4: CLEANSER YOUR FACE
Lightly dampen your face and apply cleanser to the skin or directly to the fofo. Use the fofo in circular motions and the fofo will pulse when it's time to move on to the next section of your face. Follow the app sequence.

Step 5: UPDATE YOUR SKIN CARE ROUTINE
Most of you will see an immediate difference to the look and feel of your skin within a few days. That means you need to repeat step 3 to update your cleansing routine at least twice within the 7-day of using your LUNA™ fofo, then weekly after that.

GET THE BOX
FABFITFUN.COM

xx, The FabFitFun Team

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To get the most out of your box products, make sure to check out the Insider page.

SHARE THIS ARTICLE



12 Things You Should Always Pack on a Tropical Vacation

By Noreen Knapman | May 31, 2018



BLANCKA SKIN BOX FEATURES

Making this case? Check. Yourself, making getting? Check. Cuts back travel? Check. It's reusable, smart, and if you're jet setting off to paradise, you should be fully prepared.

We've got your packing list covered with a little help from the FabFitFun Summer Box. Whenever you're headed, follow our set travel essentials you should pack.



Yumi Kim Makeup Train Case

The best for the perfect travel makeup bag is one. The Yumi Kim Makeup Train Case features two separate compartments and zipper closure so you can keep all of your beauty favorite organized — brushes included!



tarte tarteist™ PRO to go palette & sex kitten liquid liner

Learn all your palette holded because this one will be your go to all season long. It features an ultra pigment powder for you to really mix, match, and blend. Plus, the sex kitten liquid liner will seamlessly pull eye look together.



Summer & Rose Beach Towel

Whether your vacation plans include being on the pool or enjoying a tropical beach, you need a quality towel on hand. This one is oversized and made of 100 percent cotton fiber, making it a great investment and easy to travel with.



tarte tarteist™ PRO glow highlight & contour palette

Want to radiance your face even more? Use tarte's pigment highlighting and contour shades to create the perfect bronzed glow. We recommend bringing the highlight down to your cheeks and top of shoulders for an all-around glow.



ERTH tui yo Ring

Simple elegant jewelry is timeless — just like this ring. It features an extra-soft cultured freshwater pearl set in a durable and modern design, which will pair effortlessly with any of your vacation outfits.



ORLANDO PITA PLAY™ Atmos-Shield® Hair Protectant Treatment Spray

Protect your hair from chlorine, salt, and the sun with this hair protectant. It provides a lightweight barrier against heat, UV rays, humidity, pollution, and free radicals to keep your strands looking soft and strong.



ELEMIS Papaya Enzyme Peel

Traveling can take a toll on your skin, so keep it looking fresh with an exfoliator. This one's formulated with natural fruit enzymes including papaya and pineapple to exfoliate, relax, soothe, and clarify the complexion.



Vasanti Brighten Up! Enzymatic Face Rejuvenator

Skincare is so important, especially when you're traveling. Get the most out of your skin with this gentle yet effective serum that brightens and cleanses with micro-crystals, aloe, and coconut.



Maji Sports Loop Resistance Band

Just because you're on vacation doesn't mean you should skip your workout. Tone your body by using the resistance band to make each exercise more effective. Plus, it will take up little to no space in your suitcase!



Minor History Post Script Wallet

Carry just the essentials with this adorable wallet (because the last thing you want to do is carry around a big chunky wallet, right?).



FOREO LUNA™ fofo

This gentle and effective cleansing device is perfect for travel because the silicone bristles are soft, hygienic and easy to clean. Plus, it's powered by Bluetooth technology and advanced skin sensors to create a personalized cleansing routine just for you.



COOLA Face SoSoft SPF 50 White Tea Moisturizer

Last, but certainly not least, you can't forget to pack sunscreen. COOLA's moisture-doubles as a moisturizer and sunscreen. Its exclusive water-resistant formula so you can go about enjoying your warm weather activities with proper protection.

xx, The FabFitFun Team

P.S. Psst! Have you signed up for the #FabFitFun box yet? Don't miss out on \$200+ in amazing beauty, fitness, fashion, and lifestyle products every season. Join today!

To get the most out of your box products, make sure to check out the Insider page.

SHARE THIS ARTICLE



• FOREO articles continued below:

- *5 Tips to Look Like You're Not Wearing Foundation*
- *7 Game Changing Items Every Mom Should Pack on a Flight*

5 Tips to Look Like You're Not Wearing Foundation

By Monica Chang | June 19, 2018



SUMMER 2018 EDITOR'S BOX PARTNER

Want your foundation to look as natural as possible? Well, the secret isn't to use an overpriced name brand foundation. In fact, it actually depends on the application and how you prep the skin beforehand.

We're sharing our top tips on how to look like you're not wearing foundation (P.S. The products mentioned below are featured in the FabFitFun Editor's Box, so sign up today!).

Use a cleansing device

A flawless face starts with a clean, fresh base. Use a cleansing device like the FOREO LUNA™ fofo to deeply cleanse your pores and remove dirt, oil, and other makeup residues that can make foundation look cakey. Plus, your skin will appear brighter, firmer, and more youthful over time in comparison to washing your face without a cleansing device. You should also use a cleanser that not only removes dirt and impurities but also moisturizes and softens the skin so as not to cause dry patches or flaking like the Whisk Beauty Rice Milk + Rose Creme Cleanser.

Make sure to exfoliate

We hear this time and time again...and for good reason! Whether you use an exfoliator or an exfoliating pad, exfoliating will only help reveal brighter, visibly smoother skin and slough away any remaining dead skin cells that can make foundation look uneven. The TULA Dual-Phase Skin Reviving Pads (5-pack), in particular, uses ingredients like papaya fruit extract, willow bark extract, and witch hazel to provide natural brightness, clear pores, and remove excess oil. Exfoliate once or twice a week for best results.

Invest in a quality moisturizer

Dewy, hydrated skin is a great base to apply foundation on. Use a light yet hydrating moisturizer to prep the skin like the pŭrlisse BLUE LOTUS Balancing Moisturizer. This one uses white tea, vitamin E, and French marine plants to intensely hydrate the skin while preventing fine lines and wrinkles.

Yes, primer matters

A primer will help your foundation sit on the skin naturally *and* last all day. We like the dr. brandt pores no more® LUMINIZER PRIMER because it blurs the look of pores and imperfections to create a flawless, glowing complexion underneath the foundation.

Don't put foundation on your nose

Yes, you read that right! The nose is the center of your face, so by not applying foundation to it, you're giving off an optical illusion that your skin is bare. Other than that, use a silicone makeup applicator like the MakeupDrop Winter Glitz to effortlessly apply and blend foundation to the rest of your face without wasting any product.

xx, The FabFitFun Team

P.S. Psst! Have you signed up for the #FabFitFun box yet? Don't miss out on \$200+ in amazing beauty, fitness, fashion, and lifestyle products every season. Join today!

To get the most out of your box products, make sure to check out the Insider page.

SHARE THIS ARTICLE



7 Game-Changing Items Every Mom Should Pack on a Flight



1. MAKEUP CASE
Traveling is hard. So when traveling, no matter... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



2. MAKEUP TRAVEL KIT
Traveling is hard. So when traveling, no matter... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



3. FOREO LUNA™ fofo
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



4. EYE MASKS
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



5. MOISTURIZER
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



6. MAKEUP PALETTE
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



7. PRIMER
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



8. MAKEUP APPLICATOR
Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!

Did you know that exfoliating your face... it's not always the easiest... and you may not have... the products before and have to be the better... this is a sign up for the box today!



social media reach

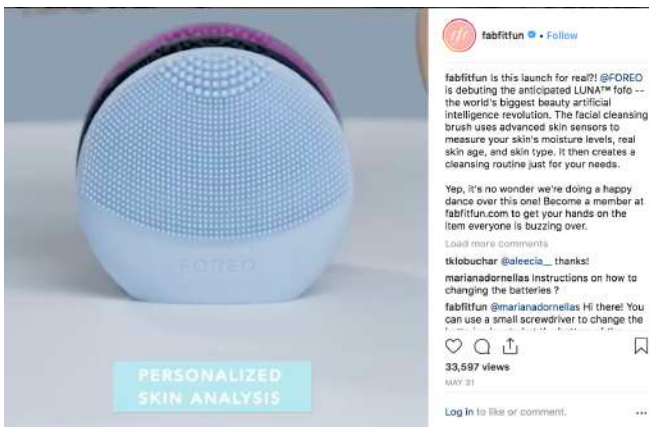
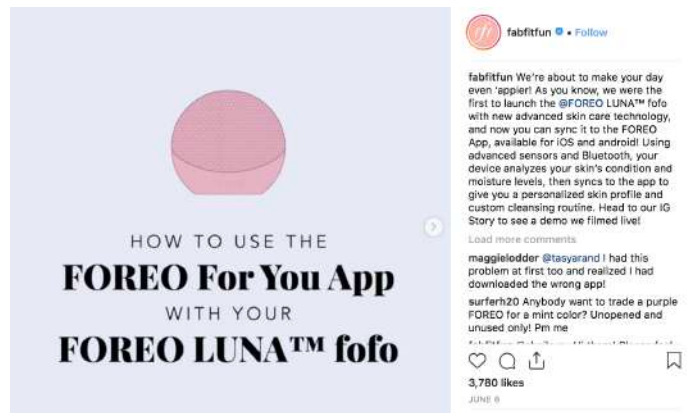
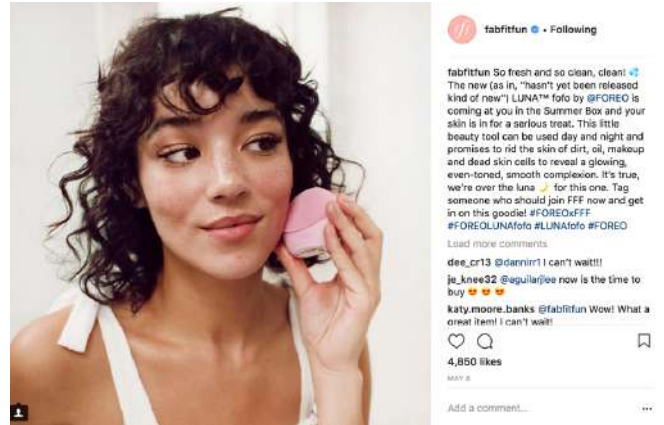
Dedicated & General Content

PROMO	IMPRESSIONS	# OF	TOTAL
FFF Facebook	676,895	6	2,707,580
FFF Twitter	143,438	5	717,190
FFF Instagram	602,685	9	5,424,165

**TOTAL
REACH
10,211,735**

instagram (602K followers)

FabFitFun featured FOREO on its Instagram account with dedicated posts.



instagram (602K followers)

FabFitFun featured FOREO on its Instagram account with dedicated posts.



fabfitfun • Following

fabfitfun Your beauty routine just got an upgrade! The @FOREO LUNA™ fofo is changing the skin care game. 🌸 🌸 🌸 🌸 🌸
👉 It's a brand new (no really, just for #FabFitFun Members!) cleansing device that uses dual sensors that measure your skin's moisture index. Then sends all your info to the #FOREO app so you can create the perfect skin care regimen! Trust us, you need this in your life.
P.S. The team from @FOREO will be taking over our #Snapchat later today to show you more from #CiaoSiSi! 🌸 #FabFitFun

Load more comments

latha_hashtagseverything I just bought a cleanser to try it with. I analyzed my face last night and it's a little dry. I got a mint colored fofo and I love it.

fabfitfun @rebeccanastphotography Hi

4,730 likes

JUNE 11

Add a comment...



fabfitfun • Follow

fabfitfun Get those good skin vibes! FabFitFun members were the first to get their hands on the brand new @FOREO LUNA™ fofo. 🌸 🌸 🌸 🌸 🌸 This revolutionary cleansing device eliminates blemish-causing impurities while remaining extremely gentle on your skin. Use the T-sonic brush with your favorite cleanser for one minute twice a day and you'll find your skin softer, smoother, and healthier! Plus, the fofo syncs to the #FOREO app to give you a deeper, clearer look into your skin's needs. Become a member to make sure you never miss out on amazing items like this one! -- Link in bio

Load more comments

leigharkm ❤️❤️❤️❤️

purelycassie I love my #FFF boxes, I get excited to check out what goodies are

1,833 likes

JULY 12

Log in to like or comment.



fabfitfun • Following

fabfitfun Let's get fofo real (and win while doing it!) Enter to win a @FOREO prize pack simply by posting a pic of your skin care obsessions on Instagram. (Hint: you can include the FOREO Luna™ fofo). Must include #fabfitfun, #ffgiveaway, and #foreofft to enter.

Non-FabFitFun members welcome to enter. No purchase is necessary. All entries must use #fabfitfun, #ffgiveaway, and #foreofft to qualify. All participants must be at least the age of majority in their state, province or territory of residence and must reside in the United States, District of Columbia or Canada (Quebec residents not eligible) to enter. Posts must be on a public Instagram account and be made prior to July 30, 2018 at 11:59 p.m. PT. One winner will be chosen

2,534 likes

JUNE 30

Add a comment...



fabfitfun • Follow

fabfitfun All hands on tech! The @FOREO LUNA™ fofo is the smart piece of beauty technology you get ready routine is missing. It's a cleansing device that uses advanced sensors and Bluetooth technology to analyze the skin's moisture levels and rids the skin of dirt, makeup, and other impurities. Plus, it syncs up with the FOREO For You App so you can formulate the perfect skin care regimen!

Load more comments

vicki.mathew will you include this in the fall box by any chance?

fabfitfun @vicki.mathew Hi Vicki! Since already had this in our Summer box, it will not be included in the Fall box as we do not repeat items in our new Seasonal boxes, only in Editor's boxes. It might be offered as an add-on so you might want to check it out when the adLink men for

3,044 likes

JULY 22

Log in to like or comment.

Snapchat

FabFitFun featured FOREO on its Snapchat account.



FabFitFun featured FOREO on its Facebook account with dedicated posts.

FabFitFun Published by Tasha Ball [?] · May 8 ·

So fresh and so clean, clean! 🌊 The new (as in, "hasn't yet been released kind of new") LUNA™ fofo by FOREO is coming at you in the Summer Box and your skin is in for a serious treat. This little beauty tool can be used day and night and promises to rid the skin of dirt, oil, makeup and dead skin cells to reveal a glowing, even-toned, smooth complexion. It's true, we're over the luna 🌙 for this one.

► Know somebody who would love this?! Tag a friend who should become an FFF member -- and join today at www.fabfitfun.com



FabFitFun Published by Caylee Ashwell [?] · May 8 ·

Introducing your FIRST FabFitFun Summer Box Spoiler -- the FOREO LUNA™ fofo! What exactly is this happy little gadget? Why it's only the most revolutionary device in skin care that will take the average routine and make it extraordinary. The unique facial brush uses T-sonic pulsations to remove blemish-causing impurities while remaining extremely gentle on the skin. Using advanced skin sensors and Bluetooth technology, LUNA™ fofo analyzes your skin's condition and moisture level in each zone of your face to create a personalized skin profile that is sent straight to the #FOREO app.

Yep, there's a reason all of our members are buzzing about this one! Comment and tell us what you think of this spoiler!



FabFitFun July 21 ·

All hands on tech! The FOREO LUNA™ fofo will seriously change up your beauty routine. It uses advanced skin sensors and Bluetooth technology to analyze your skin's moisture levels and clear the skin of makeup, dirt, and other impurities. You can also sync it with the FOREO for You App, which helps you customize your skin care routine towards your personal needs.



FabFitFun Published by Caylee Ashwell [?] · May 8 ·

The secret's out... every Summer Box is coming with a brand new product from FOREO! Are you excited to receive this high-tech beauty gadget?!



🔍 About this article

FABFITFUN.COM

FOREO Just Launched This Exclusive With FabFitFun

Calling all beauty fanatics! We've got some exciting news.

FabFitFun featured FOREO on its Facebook account with general box posts.



July 23 · 🌐

If the “no makeup” makeup look is your go-to, read this:



FABFITFUN.COM

5 Tips to Look Like You're Not Wearing Foundation - FabFitFun



July 24 · 🌐

Hey mama! Here's how to pack for a flight like pro.



FABFITFUN.COM

7 Game-Changing Items Every Mom Should Pack on a Flight - FabFitFun

FabFitFun featured FOREO on its Twitter account with dedicated posts.



Your skin is in for a treat this season! The **@FOREO LUNA™ fofo** is a high-tech cleansing device that's able to analyze your skin's moisture index so you can create the perfect skin care routine.



11:00 AM - 11 Jun 2018



Take your skin care to the next level this season by syncing your **@Foreo LUNA™ fofo** to the Foreo for You app! Learn more here:



How to Use the FOREO App - FabFitFun
Ready to cleanse your skin like never before? Grab the FOREO LUNA™ fofo (featured in the FabFitFun Summer Box) and download the FOREO app to learn your skin's needs.
fabfitfun.com

6:00 PM - 6 Jun 2018



The new LUNA™ fofo from **@foreo** is all the buzz! Which color are you hoping to get in your Summer Box?



Why Every Woman Needs This Beauty Tech Device - FabFit...
SUMMER 2018 BOX PARTNER This season, FOREO is debuting their new smart technology LUNA™ fofo in the Summer Box and we can't wait for you to feel the cleans.

12:45 PM - 30 May 2018



Every Summer Box comes with a brand new product from **@Foreo**! Are you excited to receive this innovative beauty tool?!



FOREO Just Launched This Exclusive With FabFitFun - Fab...
SUMMER 2018 BOX PARTNER Calling all beauty fanatics! We've got some exciting news. Leading beauty brand FOREO is exclusively launching its newest beauty de

4:43 PM - 8 May 2018



There's a new star of your skin care routine! The **@FOREO LUNA™ fofo** is an advanced piece of beauty technology that provides a deep clean and an even deeper analysis of your skin's needs. You can grab one today in the Editor's Box at fff.me/box



**GROSS
IMPRESSIONS
98,927,751**

media impressions

Below is a highlight of top media outlet impressions.

Daily Mail - 62,515,000 impressions

Refinery29 - 16,258,057 impressions

Elle - 11,829,875 impressions

Southern Living - 3,152,571 impressions

Sunset - 2,097,882 impressions

WWD - 1,487,717 impressions

My Domaine - 919,001 impressions

Everyday Family - 645,285 impressions

My Beauty Bunny - 17,763 impressions

BeautyUncover - 4,600 impressions

**GROSS
IMPRESSIONS
165,000,000**

top instagram impressions

Below is a highlight of top influencer's Instagram post impressions.

Nicole Polizzi - 11,000,000 impressions

Lala Anthony - 7,400,000 impressions

Jenni Farley - 5,900,000 impressions

Chelsea Houska - 5,200,000 impressions

Maci Bookout - 3,900,000 impressions

Natalie Eva Marie - 3,800,000 impressions

Kail Lowry - 3,400,000 impressions

Sadie Robertson - 3,100,000 impressions

Kim Zolciak - 2,800,000 impressions

Sammi Giancola - 2,600,000 impressions

Nikki Reed - 2,500,000 impressions

Deena Nicole - 1,700,000 impressions

Korie Robertson - 1,600,000 impressions

top instagram impressions

FOREO was featured on top influencer's Instagram accounts.



top youtube impressions

Below is a highlight of top influencer's YouTube video impressions.

Pokimane - 374,155 impressions

Trisha Paytas - 251,370 impressions

Whitney Simmons - 184,046 impressions

Andrew Matillano - 84,791 impressions

Jessica Braun - 62,262 impressions

Olivia Hayward - 51,627 impressions

Jennifer Garancheski - 48,111 impressions

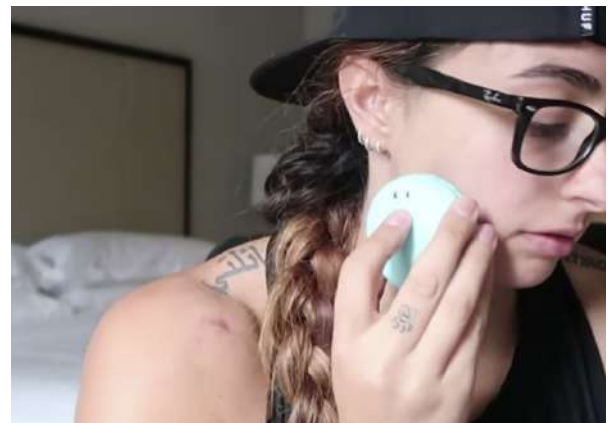
Candace Lowry - 37,923 impressions

Melissa Rodriguez - 35,309 impressions

Valkrye - 32,774 impressions

top youtube impressions

FOREO was featured in top influencer's YouTube videos.



top instagram live and facebook live impressions

FOREO was featured in top influencer's Instagram and Facebook videos.



top blog impressions

FOREO was featured in top influencer blogs.

THE EVERY MOM

JEN SCHULTZ



RETAILS FOR \$89

FOREO LUNA fofo

FOREO's newest skincare device isn't even on the market yet - but you can get it in this summer's FabFitFun box. It gently exfoliates and connects to an iPhone app to give you a personalized skincare analysis and routine.

→ [SHOP IT NOW](#)



LAUREN BUSHNELL

DEB SAVAGE



influencer testimonials

"This actually tells you about your skin. This is probably one of the coolest products that I have received in the box."

SAMMI
GIANCOLA

BEN
HIGGINS

"I love it, it's very high tech."

"It's a facial cleansing brush so it helps you with aging. I need it girl! I'm up there so I'm super excited about this. I'm going to use it tonight!"

SNOOKI

JENNY
MCCARTHY

"This gives you a nice exfoliation and vibrates the skin without moving that bacteria around."

"OMG you guys! There is a FOREO Luna in here. I can't even believe it, look at that!"

MELISSA
BROWN

NATURALLY
BRITTANY

"This thing is amazing! It's like the smartest little cleansing brush I've seen!"

"Oh my gosh, it feels so nice! There's like little soft bristles. This is my favorite!"

TRISHA
PAYTAS

summer event - influencers

Below is a list of top media and influencers who attended the event:



TERRA JOLÉ
671,000 IMPRESSIONS



MARTA CARRIEDO
535,000 IMPRESSIONS



SPENCER PRATT
386,000 IMPRESSIONS



ELLANA BRYAN
362,000 IMPRESSIONS



ERIN ZIERING
213,000 IMPRESSIONS



KATELYNN ANSARI
168,000 IMPRESSIONS



MIKALA THOMAS
153,000 IMPRESSIONS

summer event



How much did you know about this brand before receiving this product in your box?

ANSWER	%
totally new to me before fabfitfun	69.6%
i know of the brand but did not own any products	25.1%
i own 1-2 products from this brand	5.1%
i own 3+ products from this brand	0.2%
total	100%

When did you last purchase a product from this brand?

ANSWER	%
never	94.4%
more than 1 year ago	2.7%
6 months to 1 year ago	1.6%
3-6 months ago	0.7%
less than 3 months ago	0.6%
total	100%

Would your purchase from this brand after receiving this product in your box?

ANSWER	%
Yes	74.9%
No	25.1%
Total	100%

What did you like about the LUNA fofo?

ANSWER	%
Skin sensor technology to assess skin needs	14.7%
8,000 T-sonic pulsations per minute for deep cleansing	15.9%
Non-abrasive texture convenient for all skin types	17.6%
Quick drying silicone that prevents bacteria buildup	18.5%
No replacement brush heads required	18.4%
Long lasting charge for up to 400 uses	14.8%
Total	100%

How many times a week do you use your LUNA fofo?

ANSWER	%
Zero	10.3%%
One	9.3%
Two	13.1%
Three	17.3%
Four	8.8%
Five	9%
Six	2.7%
Seven	16.4%
Eight	0.5%
Nine	0.4%
Ten	2.8%
Eleven	0.2%
Twelve	1.2%
Thirteen	0.1%
Fourteen	7.9%
Total	100%

Did you own a facial cleansing device before receiving LUNA fofo?

ANSWER	%
Yes	41.9%
No	58.1%
Total	100%

Did you own a FOREO device before receiving LUNA fofo?

ANSWER	%
Yes	5.8%
No	94.2%
Total	100%

customer testimonials

"This product is amazing. My skin has never felt softer or cleaner than after using the LUNA fofo!"

CHELSEA M.

KATIE T.

" Very cool skin tool. It helps me know what parts of my face might need more hydration from moisturizer and even when I haven't been drinking enough water. I love my Foreo!!"

"I'm really excited to use this product!!"

SERENA A.

COLLEEN F.

"I absolutely love this product!! I have thrown away my old cleanser brush and love that I no longer have to buy replacement heads and plus my skin looks and feels cleaner than before! I have less breakouts and I love it!!"

"I own a full size FOREO already and love it, so I was THRILLED to receive this mini in my box and will be gifting it to my daughter. Love FOREO products and will continue to purchase."

LISA B.

BROOKE N.

"I love that the Foreo Luna fofo does not affect my sensitive skin. I also love that with the app it helps me to stay on top of my skin health (drink water, moisturize, etc.)"

"Can't praise enough!! Love how this cleans... love that I can use it with my favorite face wash, love the way my face feels after I cleanse, love that it's also easy to keep germ free, love how it analyzes my face... & the feeling I get when I know that I'm staying properly hydrated!"

SARAH J.

customer testimonials

"I love my LUNA fofo! I feel like it does a really thorough job of cleaning my skin and I've really noticed an improvement in texture. I was really surprised to receive such a big ticket item in the box, but couldn't be happier!"

MEREDITH D.

MARY R.

"So cool! I love it and feel very lucky to have gotten it in my box. I hope there will be more features in the future."

"I can never go back to any other kind of thing to wash my face."

CARLY K.

MELISSA B.

"I love this little gadget! It's the perfect amount of gentle and exfoliating for my sensitive skin and it comes in great colors!"

"I love the way it feels, how compact it is, as well as the silicon which dries and stays clean easily."

KENDALL L.

TINA G.

"Love that it can track and adapt!"

"I love the Luna fofo! I really appreciate how clean my face feels without feeling dried out over exfoliated"

KIM P.

let's do more together

There are so many ways we can grow this partnership. Below are a few examples of different collaboration opportunities we offer.



**Newsletter
Blast**



**Case Study
& Referral
Incentives**



Giveaways



**Influencer
Campaigns**



**Custom
Content
Series**



**MegaBox
Partnership**



**Add-Ons
Program**



**Product
Development**



Events

thank
you