



WANT TO PROVOKE UNUSUAL REACTIONS?

Braun:

Mike Norton 617 421 8201

Porter Novelli:

Richard Small 212 601 8187

Courtney Flanagan 212 601 8282

How To Body Groom

Deciding which part of your body you want to groom is the first step in creating your desired look. Whether you'll trim the hair, shave it off completely or a combination of both, the new Braun bodycruZer offers the benefits of wet and dry shaving all-in-one with Braun's high-performance precision power trimmer and Gillette® Fusion™ technology for a convenient and comfortable shave.

Trimming

Trimming provides men with an excellent way to polish their look if they want to keep some of their body hair. Trimming is also a great option for guys who are prone to ingrown hairs and irritation from shaving. For sensitive areas like the underarms, back and groin, attach the sensitive comb. For best results, trimming is best performed while skin and hair is dry.

- **Step 1:** Decide how long or short you want the hair on a particular part of your body. Choose one of three combs (sensitive, medium or long) to achieve the length you want. For the first time, start with a longer comb.
- **Step 2:** Stretch your skin taut and trim against the grain of the hair to maximize the amount of hair cut with each pass of the trimmer. Pulling your skin taut prepares the hair for cutting by making it stand up.
- **Step 3:** Periodically, clean the hair from the teeth of the comb to ensure that the blades do not get clogged.
- **Step 4:** If you'd like your hair shorter, attach a comb that is one step shorter and repeat the steps above.

Body Shaving

If you are striving for a clean-shaven body, first trim the body hair while dry, and then finish the job with the built-in Gillette Fusion razor.

- **Step 1:** After trimming your hair short, moisten hair with a towel soaked in warm water or get in the shower for a few minutes to soften the hair for a more comfortable glide.
- **Step 2:** Apply Gillette Fusion Hydragel™ to the area you wish to shave for a smoother, more comfortable shaving experience.
- **Step 3:** With the Gillette Fusion razor, pull the skin taut and shave with the grain of the hair. Shaving in the direction of hair growth is typically more comfortable if the hair is thick.
- **Step 4:** Rinse thoroughly and gently pat dry.
- **Step 5:** Apply Gillette Fusion Hydra Sooth™ after shave gel to prevent irritation and in-grown hairs.

BRAUN

bodycruZer

with **Gillette**
FUSION Shaving
Technology