



WANT TO PROVOKE UNUSUAL REACTIONS?

Braun:

Mike Norton 617 421 8201

Porter Novelli:

Richard Small 212 601 8187

Courtney Flanagan 212 601 8282

www.pg.com/news

Braun bodycruZer with Gillette® Fusion™ Shaving Technology Fact Sheet

**The
Product:**

The new Braun bodycruZer with Gillette® Fusion™ shaving technology is the world's first all-in-one body groomer featuring a powered trimmer to efficiently trim body hair and a Gillette Fusion blade for smooth, clean shaving results. The Braun rechargeable precision trimmer trims unwanted body hair, while the Gillette Fusion blade provides a close and comfortable shave.

The Braun bodycruZer is designed to give men the groomed body look that they want with attachable combs in two sizes to cut hair to a desired length, plus an additional comb for very sensitive areas that allows cutting to almost zero length.

**Features &
Benefits:**

- **Wet & Dry Shaving.** First all-in-one body groomer offering the benefits of wet and dry shaving with Braun's high-performance, precision power trimmer and Gillette Fusion's superior shaving technology.
- **Advanced cutting system.** Provides maximum precision and comfort with attachable combs in two sizes to cut hair to a desired length, plus an additional comb for very sensitive areas that allows cutting to almost zero length.
- **Combination mode.** Trimmer and blade can be used alone or in combination to trim and shave long hairs in just one stroke, for fast results.
- **Gillette® Fusion™ Technology:** A Gillette Fusion blade provides an incredible level of closeness and comfort on areas where a clean look is preferred.
- **Waterproof:** Can be used in and out of the shower.
- **Ergonomic design:** Features specially designed ergonomics for a neat grip and can comfortably guide to all areas desired for body grooming.
- **Cordless operation.** Allows 50 minutes of grooming time with an indicator light for maximum convenience.

Models:

The Braun bodycruZer is available in titanium and includes a charger stand, three trimming combs, a protector/hanger, pouch and one extra Gillette Fusion blade.

Availability:

Braun bodycruZer will be available in department, specialty, drug and mass merchandise stores beginning in May 2009.

Retail Price:

Braun bodycruZer will retail for approximately \$69.99 to \$79.99.

BRAUN
bodycruZer with **Gillette**
FUSION Shaving
Technology