



Braun Series 7 with OptiFoil  
Consumer Press Release

## **Smooth Moves – Impeccably smooth skin delivered by Braun’s new Series 7 with OptiFoil**

Ask any man – everyone loves that just-shaved smooth feeling, but it doesn’t last forever. Now, you can enjoy smooth skin for longer with Braun’s new Series 7 shaver.

The new Series 7 was developed for the man who demands the very best in high performance from his automobile to shaver. The shaver combines Sonic Technology, which leverages over 10,000 micro-vibrations to deliver comfort and closeness, with OptiFoil, Braun’s most advanced foil that has zones with differently sized holes to capture hairs growing in different directions and help cutting them closer than ever before.

The shaving system also includes:

- Sonic Technology - Active head oscillates at over 10,000 micro-vibrations per minute to help deliver Braun’s closest, most comfortable shave ever.
- OptiFoil - Braun’s most advanced foil has zones with differently sized holes to capture hairs growing in different directions and help cutting them closer than ever before.
- Personalization Modes - Three modes allow you to adjust the intensity of the shave for different areas of your face as per your individual needs.
- Sensitive Flexing Head - Pivoting shaver head with touch sensitive foils for maximum facial conformity.
- Clean& Renew™ System - At the touch of a button automatically cleans, lubricates, dries and charges the shaver to keep it feeling like new every day.

Longer lasting smoothness leaves you ready to tackle the busy day ahead with an increased confidence in your appearance. You will be looking your best with smooth skin that everyone will notice.

“This shaver has been created by Braun to provide men optimum results from their shaver. We have combined the latest technology with the superb design our consumers have come to expect. The Series 7 man is one who needs to look his best throughout his active day. With this newest innovation he will experience smooth skin for longer.” said [INSERT LOCAL SPOKESPERSON] from Braun.

Already a trusted name in male grooming, Braun’s Series 7 is the top-of-the-line shaver in its Series shaving range.